

The Fifth Estate

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Broadcasting Feb 17

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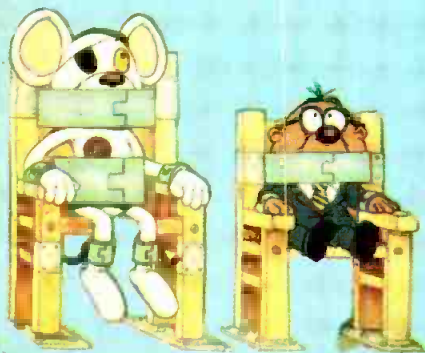
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Broadcasting Feb 17

NRBA to vote on merger this week Outlet sues King World Coverage from SMPTE

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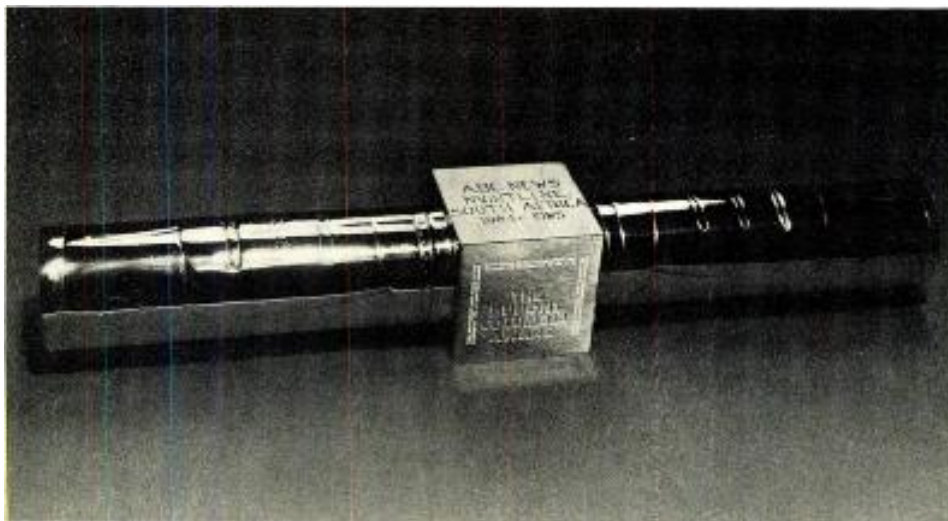
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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$65, two years \$125, three years \$175. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery \$100 for first-class. Subscriber's occupation required. Annually. *Broadcasting* □ *Cablecasting Yearbook* \$90. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm. full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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To Match Nightline's Level of Excellence, A Whole New Award Had To Be Created.



The ABC News program "Nightline" recently won the first Gold Baton Award ever presented in the 44-year history of the Alfred I. duPont Columbia University Awards in Broadcast Journalism for its live reports from South Africa.

"Masterfully executed and exquisitely produced, it was perhaps the most powerful, certainly the most extraordinary, television of the year." Jurors' comments, Alfred I. duPont Awards

"It was extraordinary television. It was not only extraordinary, it was, and many agree, revolutionary." Mrs. Edward R. Murrow, presenter of the Gold Baton Award



ABCNEWS 

Almost on First

With deadline for filing reply briefs in *Preferred* case in Supreme Court only week away—Feb. 24 is date—Solicitor General's Office has not yet decided whether government will participate in that proceeding. At issue is nothing less than question of cable systems' First Amendment rights in face of municipalities' right to impose requirements in granting franchise. Lawyers and policy makers for FCC, Commerce Department's National Telecommunications and Information Administration and Justice Department have been discussing matter for two months, and consensus is said to have emerged in favor of filing strong pro-First Amendment brief. That was said to have been feeling reflected in meeting in Solicitor General's Office on Tuesday, attended by as many as 30 lawyers and officials of three agencies concerned. Solicitor General Charles Fried was in attendance, as were number of Justice Department officials and lawyers, as well as NTIA's Rodney Joyce and FCC General Counsel Jack Smith. But while vast majority was in favor of filing brief, one important vote remains to be won—Fried's. Among other things, he is said to be concerned about Supreme Court issuing decision undermining Cable Communications Policy Act of 1984.

Out in front

William Sheehan, former president of ABC News, is said to be "leading candidate" to fill job as director of Voice of America, vacant since Gene Pell left in October to become head of Radio Free Europe/ Radio Liberty. Marvin Stone, deputy director of U.S. Information Agency, VOA's parent organization, said Sheehan's background of some 30 years in broadcast journalism, as both correspondent and news executive including three years as ABC News president before being replaced by Roone Arledge, in 1977), gave him decided edge over others on "short list." Sheehan served Ford Motor Co. as executive director of corporate relations for five years after leaving ABC. He currently runs executive television workshop in Detroit, advising business executives on how to deal with media.

USIA director Charles Wick's preference for Sheehan is causing rumbles of discontent among conservatives who want one of their own in VOA job. Their candidate is William Gavin, former White

House speech writer, now special assistant to House Minority Leader Robert Michel (R-Ill.). He has been on "short list" along with former broadcaster Dan McKinnon, who owned KSON(AM) San Diego before selling it to Jefferson-Pilot last year ("Closed Circuit," Jan. 20). Stone noted that Sheehan is independent, registered with neither major party.

Hollywood hobble

Latest word on negotiations between National Cable Television Association and Motion Picture Association of America on simplified formula for calculating cable's compulsory license fees (BROADCASTING, Jan. 6) is that parties are "close but yet kind of far." Source says cable is ready to sign off on deal but that MPAA is holding back. MPAA is discussing matter now with its members, some of whom have expressed serious reservations about deal.

Bundling sitcoms

Latest thinking in Hollywood on first-run sitcoms is that their success in syndication may depend on joint effort. Several broadcasters, including NBC-owned television stations, have expressed desire to checkerboard schedule of first-run sitcoms in access for fall of 1987—1986 in case of KNBC(TV) Los Angeles—but are still coming up short in finding right shows. At least one major Hollywood studio is contemplating plan that would invite major producers-suppliers of first-run half-hour comedies to form consortium to sell shows as horizontal or vertical strip. Although sitcoms would be produced by individual studios or producers, they would be marketed, promoted and sold to advertisers by single co-owned entity, thus saving stations hassle and potentially uneven service of dealing with up to five separate suppliers. Unknown is what antitrust implications, if any, venture would have.

What if

Ownership of more than 12 television stations came close to reality, in form of bid for Outlet Communications by investors including Robert M. Bass Group. Fort Worth-based Bass partnership proposed to contribute large portion (perhaps majority) of roughly \$650 million equity in Outlet if bid had been accepted, without giving up 13% attributable stake in Taft Broadcasting Corp. Among questions Bass ownership

would seem to raise are those of multiple ownership (Taft already owns 12 television stations) and crossownership (Taft and Outlet have broadcast properties in or near Tampa, Fla.; Columbus, Ohio; Washington, and Philadelphia). Reason that multiple ownership would not have come into play is that Bass Group investment would have been structured as limited partnership, which is not attributable for purposes of multiple ownership rule as long as partnership meets criteria established by FCC. Criteria prohibit "material involvement" by limited partners in decisions or services affecting stations or general partners. Responsible for operating stations and possibly among general partners was to have been Alan Henry, former president of Gulf Broadcasting's station group.

Crossownership questions are decided case by case. If FCC found that Bass's double interest violated spirit of those rules, stations in affected markets would probably have been spun off. In theory, limited partnership investments allow individual to own scores of broadcast properties.

Three staying on

White House is expected to reappoint Corporation for Public Broadcasting board members, Chairman Sonia Landau, Vice Chairman Ken Towery and Harry O'Connor, whose terms expire in March. They'll each be appointed to five-year term. In addition, White House needs to fill seats left vacant by Lillie E. Herndon and Howard A. White, whose terms are also up in March. Herndon is ineligible for reappointment. White wants to leave.

Cramming

FCC's only agenda meeting this month is scheduled for Feb. 21, and it features but one item—something to do with radio common carrier service. It's not that FCC has run out of things to do. FCC sources said commission has deliberately kept load light to give commissioners time to bone up for House Telecommunications Subcommittee oversight hearing scheduled for Feb. 20. Hearing is supposed to concentrate on common carrier matters, but commissioners, all of whom are supposed to attend, are also preparing to defend their waivers of ownership rules in recent station transfers, which subcommittee chairman, Tim Wirth (D-Colo.), and other subcommittee members have criticized (BROADCASTING, Nov. 25, 1985).

T.J. HOOPER

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Who's on First

Viewers First National has taken the first step toward establishing a nationwide network of sales agents to sell subscriptions for scrambled satellite programming to home dish owners.

According to Vivian Goodier, VFN vice president for corporate development, VFN sent letters to some 3,500 dealers last week, asking whether they would be interested in becoming agents. From those expressing interest, she said, VFN will select "qualified" dealers to become authorized agents and sell VFN programming to dish owner on commission. VFN hopes eventually to have thousands of agents.

VFN was established by executives of several large home satellite equipment manufacturers and distributors to provide scrambled programming on a subscription basis to dish owners. Its major problem is not establishing a sales network, but securing the necessary home satellite distribution rights to those services that plan to scramble. So far, it holds only the rights to SelecTV, which plans to scramble in the fall.

Goodier acknowledged that it has been "extremely difficult" to land the home satellite rights for the basic cable services that say they are going to scramble. Some ser-

vices have told VFN "not to bother them anymore," she said, while others have indicated that they might deal. She refused to identify those that rejected VFN. "You don't make friends by saying they are not good guys. Who knows, maybe they will have a change of heart."

Why aren't the cable programmers eager or, at least, willing to deal with VFN? According to Goodier, it's because they don't want to alienate cable operators. "They say they are dealing only with cable operators and don't want to distribute [their services] any other way," she said. SelecTV, primarily an STV service, is not subject to pressure from cable operators.

Despite the difficulties, Goodier is optimistic. "Once the first basic network makes a deal, the others will fall in line." The odds are 65-35 that VFN will secure the rights it needs within the next nine months, she said.

If VFN acquires the rights to scrambled basic programming, it will provide another alternative for dish owners wishing to receive such programming. Without it, dish owners would be forced to deal with either local cable operators that decide to serve the home satellite market or directly with the cable programmers. The latter presumably would mean relatively high a la carte prices and paying several bills a month.

VFN would not be able to compete with cable operators in the home satellite market if the operators have the rights to the basic service and it does not, Goodier said. "If the basic services are going to scramble, we need to offer them and not be cut out of the market."

Goodier said SelecTV is committed to scrambling, but that it has yet to pick a scrambling system. She acknowledged, however, that if VFN is to offer it in a package with cable services it must adopt the same scrambling system as the cable services—M/A-Com's Videocipher II.

VFN expects that 70% of all sales will be through its dealer network, she said, and that the balance will be through direct sales. "We anticipate that the TVRO dealer will be the best point of purchase for program subscription sales, not only for the new TVRO customer, but for those TVRO owners who already have an established relationship with their dealers," she said.

The sales agent job will end with the sale, said Goodier, and he or she will be aided with sales material, co-op advertising and training from VFN. "All customer service will be handled through the VFN national sales/operations center," she said.

Scrambling debate

Congress will examine the controversy surrounding scrambled satellite signals at a House Telecommunications Subcommittee hearing on March 6.

Among those slated to testify: HBO Chairman Michael Fuchs; John Sie, senior vice president of Tele-Communications Inc.; National Cable Television Association

President James P. Mooney; Rick Brown, general counsel of the Satellite Television Industry Association; James Bunker, senior vice president of corporate marketing, M/A-Com; a representative from the CBS affiliates group; a representative from a satellite dish owners association, and Taylor Howard, president of Chaparral Communications, a home satellite equipment distribution company.

The hearing will focus on insuring that backyard dish owners have access to scrambled programming, as well as the broader issue of competition in the distribution of scrambled programming.

Credentialism

Ed Allen, president of Western Communications and chairman of the National Cable Television Association, has issued an "open letter" urging cable operators to support the Society of Cable Television Engineers and its Broadband Cable Technician/Engineer training and certification program.

"Systems should encourage their employees to join the SCTE and then provide them with the necessary time off to attend the seminars," Allen said. "By encouraging participation, the system benefits from having a knowledgeable and competent employee and the individual benefits from the training and the recognition that the BCT/E certificate represents."

According to Allen, the BCT/E program "provides technical training and certification in... distribution, preventive maintenance, headend operation, satellite operation, local area networks and subscriber relations."

As part of deregulation, Allen said, the FCC has turned over certification of engineers to industry. The SCTE, he said, has stepped up to provide certification in cable.

Financial trivia

The Financial News Network has introduced a new weekday half-hour, *What's News?*, that features news and business-trivia questions and offers prizes to viewers who call in with correct answers. Mark J. Estren, FNN senior vice president for news and programming, called it the first program of its kind offered on cable or broadcast television.

What's News?, presented Monday through Friday at 6-6:30 p.m. (NYT), is part of an overhaul affecting several existing FNN programs, including *FNN Morning News*, *Wall Street Final* and *FNN Evening News*.

New from CTAM

When Vic Parra was settling into his job as executive director (and into the new Washington offices) of the Cable Television Administration and Marketing Society last spring, he promised a more active, more helpful CTAM than the one preceding his arrival. He seems to be making good on that



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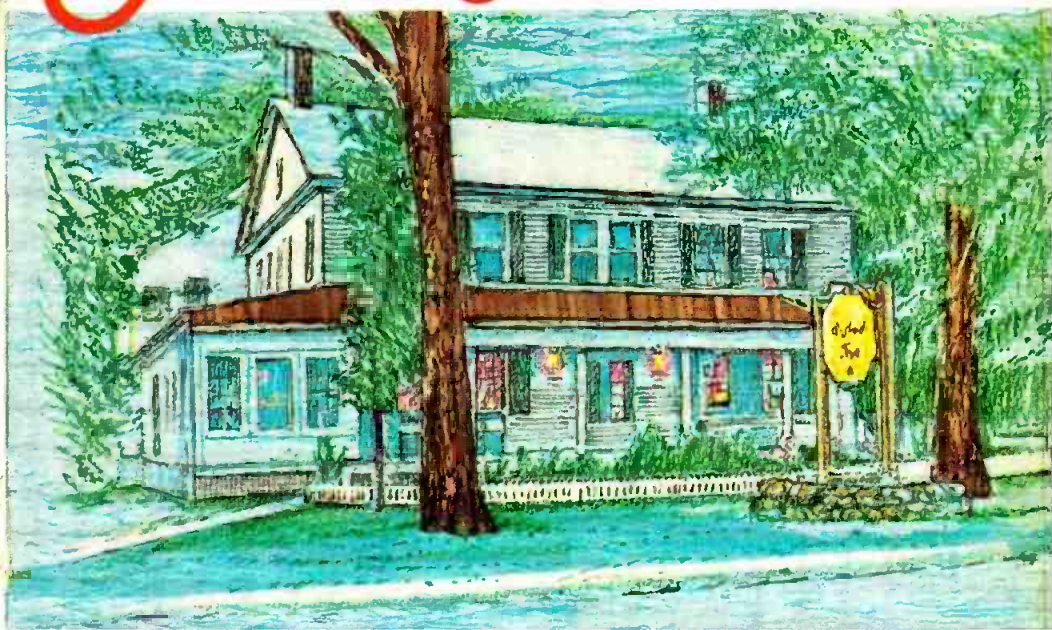
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Under his guidance, CTAM is producing two research tools to aid cable marketers. The first is the CTAM Database, a quarterly statistical look at subscriber activity in some 200 sample cable systems representing a cross section of the cable industry. The second is CTAM's program to develop and test a marketing campaign to stem the erosion of the pay cable subscribership.

The CTAM Database, which is being produced by A.C. Nielsen, will track subscriber churn and upgrades and downgrades of service. "For the first time, cable operators will be able to look at what the dynamics of sub-



Parra

scriber bases look like and compare them to their own systems and draw some marketing conclusions," said Ajit Dalvi, vice president, marketing and programming, Cox Cable, and chairman of the CTAM database committee.

The database is a "revolutionary tool," he said. It provides a "benchmark" for measuring the success or failure of marketing efforts that operators never had before, he said.

According to Parra, the first of the quarterly reports should be ready for charter subscribers in May. At the Western Cable Show, CTAM announced the availability of the database and said it had already received orders from operators for it amounting to \$200,000. The \$200,000 figure hasn't changed since then, Parra said, but CTAM hasn't begun aggressively marketing it. Dalvi said CTAM hopes to break even on the service initially, but hopes that it will eventually "make some contribution to the CTAM coffers."

CTAM has tapped Suzan K. Couch and Hazel Kahan, two veteran cable marketers, to draw up marketing strategies for building pay cable subscribers. Once formulated, he said, the CTAM pay TV research committee will test them in several cable systems and see what works. CTAM will then publish the results, he said.

In addition to the marketing projects, CTAM is sponsoring two seminars for system general managers, most of whom don't make the major cable conventions. The first will take place in California in May; the second, in conjunction with the Great Lakes Expo in Columbus, Ohio, in September.

CTAM is trying to make its annual convention at the Westin Copley Plaza in Boston, June 22-25, as informative as possible for attendees. CTAM is asking cable operators to submit "case studies" of successful marketing and customer-service efforts. CTAM will review the submissions and select the best for presentation at the show.

Dingell's directive. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) restated his interest in seeing an industry compromise on must carry (BROADCASTING, Feb. 3) at a meeting this month of the Association of Maximum Service Telecasters. "In my view, some version of local carriage rules is needed to insure the availability of high-quality local programming to all Americans. I am concerned about the future of local broadcasters, independents, public broadcasters and network affiliates alike in the absence of such rules," the chairman said. Dingell also called on the FCC not to abdicate its responsibility for spectrum allocation. He expressed concern that the "hands-off policy that appears to be developing at the FCC may have the effect of freezing broadcasters out of access to this new technology." It is the FCC's responsibility, Dingell added, "to confront, not evade, these difficult issues. It is the responsibility of the Congress to oversee a fair, vigorous and reasoned implementation of the law by the agency."

"We are encouraging all industry members to come forward with new ideas to shape their annual marketing conference," said Char Beales, vice president, programming and marketing, National Cable Television Association, and head of the committee handling the project. The deadline for the case studies is Feb. 28.

Turner talk

Turner Broadcasting System Chairman Ted Turner last Tuesday (Feb. 11) avoided any substantive comment on his negotiations to purchase MGM/UA Entertainment Co. but suggested that the talks are moving toward a successful conclusion.

"I'm not talking with anyone right now," said Turner at a Hollywood Radio and Television Society luncheon in Beverly Hills, Calif., in response to a question on rumored negotiations between Turner and Viacom International and 20th Century Fox Studios regarding possible partnerships. A Turner spokesman confirmed that any talks with Viacom would not resume until after March 3, the date on which MGM stockholders will vote on Turner's purchase offer.

In his speech, Turner backed off from previous criticism of television and movie content, saying: "You can only talk like that when your hands are totally clean and my hands aren't totally clean any more. There's nothing like being in the business to change your outlook a little bit." The executive, whose companies already produce situation comedies, documentaries and dramas, said he is not overly pleased with all of the product being produced by MGM, saying, "I still would prefer *Little House on the Prairie* to [MGM-produced] *Lady Blue* if I had any choice. But you have to move forward."

Commenting on the MGM deal, Turner

conceded that "there is no question . . . that we're going to be in a highly leveraged situation when this is all over with. It will require fast footwork on our part to figure out exactly what we're going to do."

Turner said he wants to make "very clear to the creative community that we're 100% behind Alan Ladd and David Gerber and their management teams" and that TBS is committed to keeping them in place following the takeover. (Ladd and Gerber head the MGM film and television divisions, respectively.)

More "slimming back" is likely among the three commercial broadcast networks, Turner predicted, as competition intensifies and the medium's largest advertisers consolidate. "Everybody's going to have to be lean," he declared, "particularly those that are involved in distribution, as we are. We will have to be extremely efficient in order to be competitive pricewise in terms of the programming we provide." Turner said doing business in national television programming "will be like tiptoeing through a minefield," especially in view of the stated "fourth network" ambitions of the Tribune and 20th Century Fox independent station groups.

In summation, Turner struck an international theme, calling on the entertainment industry to make the public aware of the nuclear arms race and escalating Third World poverty, particularly in Africa.

"This community has so much influence over what people see and hear and what we think in this country that we should not be making programs that make people hate the Soviets," Turner advised, citing the theatrical films "Red Dawn" and "Rambo" as examples. "I don't know what [the ABC mini-series] *Amerika* is gonna look like . . . but this arms race is extremely dangerous. We need to learn to live together."

Sharing the head table with Turner were top executives from most of Hollywood's major studios and networks, including Viacom Entertainment Group President Bud Getzler, 20th Century Fox Chairman Barry Diller, MCA President Sid Sheinberg and Warner Bros. Chairman Bob Daly.

Caring campaign

The Disney Channel and the Toys 'R' Us store chain have joined forces in a promotion to mark the exclusive U.S. pay television debut in May of "The Care Bear Movie." The toy chain and Disney are co-sponsoring a sweepstakes consisting of more than 300 prizes.

Winners will be selected in a random drawing by the D.L. Blair Corp. Grand prize is a trip for four to Walt Disney World and a \$500 Care Bears gift certificate.



Turner

Business Briefly

TV ONLY

Frito-Lay Inc. □ Company's new Delta Gold brand potato chips were introduced



last week via network television campaign that will continue until early April and be flighted throughout year. Commercial will run in prime and fringe periods. Target: adults, 18-49. Agency: Foote, Cone & Belding, New York.

Kinney Shoes □ Advertiser launches first half flight in 35 markets on March 10.

Mixed prime time slots will be used. Target: adults, 18-49. Agency: Sawdon & Bess, New York.

Israel Government Tourist Office □ To promote tourism in Israel, campaign has begun on television in New York,



Chicago, Miami and Los Angeles for three weeks; will go on hiatus for one week and return for another two to three weeks, ending on March 16. Commercials will be carried in all dayparts. Target: adults, 25-59. Agency: Biederman & Co., New York.

Beecham Inc. □ Pet-tabs, vitamins for animals, will be promoted in three spot markets beginning in late March. Prime and early news time periods will be used in 13-week flight. Target: women, 25-35. Agency: Tombras Advertising, Nashville.

Bacardi Imports □ Advertiser will promote Grandin Sparkling Wine in Los Angeles market for two weeks beginning March 17 in late news and prime time. Target: adults, 18-34. Agency: Beber, Silverstein & Partners Advertising Inc.

Dryers Ice Cream □ Advertiser will begin flight in late March through September. Two ice cream products, Dryers (West Coast) and Edies (Midwest), will be advertised in late news and late fringe time slots. Target: adults, 25-54. Agency: RDA Timebuying, New York.

RADIO AND TV

Alberto Culver □ Advertiser plans five-month TV and four-month radio campaign beginning early March. TV flight will be run in nine markets in soap and prime fringe time slots. Spots will run in daytime on radio in 70 markets. Target: blacks and hispanics, 18-49. Agency: Uniworld, New York.

General Motors □ Advertiser will begin nine-week flight in late March. Ten markets will be used, with probable

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Rep Report

KLUV-FM Dallas: To Republic Radio from Torbet.

□

KLCL(AM)-KHLA(FM) Lake Charles, La.: To Republic Radio from Torbet Radio.

□

WKIO(FM) Champaign-Urbana, Ill.: To Republic Radio from Selcom.

□

WADB(FM) Point Pleasant, N.J.: To Christal Radio from Savalli, Schutz & Peterson.

□

WLAD(AM)-WDAQ(FM) Danbury, Conn.: To Christal Radio from Masla Radio.

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WNLK(AM)-WLYQ(FM) Norwalk, Conn.: To Christal Radio from Roslin Radio Sales.

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Wxyz-tv Detroit: To Katz American Television from ABC Television Spot Sales.

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drive and news time slots. Target, adults 25-54. Agency: N W Ayer, Detroit.

RADIO ONLY

Lee Oil Filters □ Three-week flight will be launched in early April in eight to nine markets, including Atlanta, St. Louis, Boston and Portland, Ore. Commercials will be placed in all dayparts. Target: men, 18-49. Agency: Keller-Crescent, Evansville, Ind.

Beatrice Foods □ Three-week flight is set for late February in 20 markets, including Indianapolis, Nashville and Pittsburgh. Commercials will be presented in all dayparts. Target: women, 25-54. Agency: Zechman & Associates, Chicago.

Joseph A. Bank & Co. □ Clothing manufacturer-retailer will kick off campaign in late March in 22 markets for five to seven weeks flighted over 10 weeks. Markets include Atlanta, Boston, Chicago and Philadelphia. Target: men, 25-49. Agency: Eisner & Associates, Baltimore.

Texas State Optical Co. □ Three-to-four-week flights will kick off in late February in about 22 markets, supplementing spot TV effort that began in January. Commercials will be placed in all dayparts. Target: adults, 25-54.

Agency: G.S.D. & M., Houston.

Gordon Jewelers □ Campaign during March will consist of more than 100 stations in markets, including Boston, Cleveland, Los Angeles and Portland, Ore. Commercials will be carried in all dayparts. Target: adults, 18-49. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston.

White Castle Hamburgers □ Fast-food chain will launch 12-week campaign over 14 weeks in New York, Minneapolis, Columbus, Ohio, and Indianapolis this week. Commercials will be slotted in all time segments. Target: adults, 18-49. Agency: Simpson Marketing Communications, Columbus, Ohio.

Jacobson's □ Men's store chain will kick off 14-week flight in early March in six markets, including Toledo, Ohio. Commercials will be placed in all dayparts. Target: 18-54. Agency: Simon Michelson Zieve, Troy, Mich.

Carnation Co. □ Friskies pet food will be spotlighted in three-week flight starting in mid-March in about 16 markets, including San Francisco, Buffalo, N.Y., and Providence, R.I. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Dailey & Associates, Los Angeles.

AdVantage

Torbet numbers. Figures compiled by Torbet Radio for its 1985 annual report show that 25-54 was most requested demographic during year, accounting for more than 40% of company's requests in spot radio. It has been number-one demographic since 1981. Runner-up, 18-49, made most impressive gain during year. According to Torbet, adult requests also have made striking advances, climbing from 38.3% in 1981 to 45.8% in 1985. Analysis of flights shows that 30% of all spot radio business at Torbet in 1985 was placed in one-week flights; 16%, two weeks; 14%, four weeks; 13%, three weeks, and 7%, six weeks. Torbet said availabilities declined from 28,106 in 1984 to 27,191 in 1985.

Image-building. Study conducted by Kent State University concludes that TV commercials designed to promote local TV news programs stress "down-to-earth nature" of newscasters and their involvement with community. Study reveals that viewers who regard newscasters as "friends" watch local news more often and perceive news as more important and realistic. Researchers observe it is not surprising that many stations spend considerable sums of money and use extensive air time to promote news and station personalities.

Truthful talk. American Advertising Federation President Howard Bell said last week before Inter-Agency Committee on Smoking and Health that it is "inappropriate and counterproductive to attempt to deal with proposed health problems through severe restrictions on truthful advertising." He said that such "truthful commercial speech" is protected under Constitution.

Fairness test. Representative Ted Weiss (D-N.Y.) issued "dear colleague" letter last month seeking support for legislation (H.R. 2526) that would require mandatory counteradvertising messages for beer and wine commercials on radio, television and cable. (Bill has eight co-sponsors.) Weiss said he is concerned that "the nearly \$1 billion spent yearly on broadcast and cable alcohol advertising helps obscure the not-so-glamorous pain and suffering that often results from alcohol abuse." For most part, Weiss said, broadcasters have responded "sensitively" to issue of drunk driving. "Unfortunately, broadcasters have failed to provide adequate and effective messages about the myriad of other health and safety risks that are often as likely to be associated with alcohol use as are the tragedies on American roadways. Broadcasters' reluctance to give these issues reasonable air time led to our proposal to require 'equal time,'" congressman wrote.

Broadcasting Publications Inc.

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came,

They
saw,

They
laughed...

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This week

Feb. 16-18—*Louisiana Association of Broadcasters* annual convention. Embassy Suites hotel, Baton Rouge, La.

Feb. 17—Deadline for papers for *National Association of Broadcasters'* broadcast engineering conference, held in conjunction with NAB convention. Information: Engineering conference committee, science and technology department, NAB, 1771 N Street, N.W., Washington, 20036.

Feb. 17—Deadline for entries in William Harvey Awards, for writing on hypertension, sponsored by *American Medical Writers Association*, *National High Blood Pressure Education Program* and *Squibb Corp.* Information: Harvey Award, Squibb public affairs, P.O. Box 4000, Princeton, N.J., 08540.

■ **Feb. 18**—*Radio-Television News Directors Association* region five meeting with Wisconsin broadcasters, "Covering the Capital." Madison, Wis. Information: Tom Bier, (608) 271-4321.

Feb. 18—*Ohio Association of Broadcasters* sales workshop. Harley hotel, Columbus, Ohio.

Feb. 18-19—*Institute of Electrical and Electronics Engineers* annual meeting. Theme: "The Impact of Cultural Values on Engineering Excellence." Red Lion Inn, San Jose, Calif. Information: (212) 705-7647.

Feb. 18-19—*Wisconsin Broadcasters Association* annual winter convention. Concourse hotel, Madison, Wis.

Feb. 18-19—*Illinois Broadcasters Association* sales caravan-Springfield. Brandywine Inn, Sterling, Ill.

■ Indicates new entry

Feb. 19—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring James Mooney, president, National Cable Television Association. Copacabana, New York.

Feb. 19—"On the Air with the Performing Arts: A Decade of Television at Lincoln Center," symposium sponsored by *Fordham University*, and funded in part by *New York Council for the Humanities*. Pope Auditorium, Fordham University's Lincoln Center campus, New York. Information: (212) 841-5417.

■ **Feb. 19**—*National Conference of Black Lawyers* luncheon. Speaker: Andrew Langston, owner, WDKX(FM) Rochester, N.Y. Ramada Renaissance hotel, Washington. Information: Lynne Taylor, (202) 861-0870.

Feb. 19-21—*Television Bureau of Advertising* sales advisory committee. Bayhill Country Club, Orlando, Fla.

Feb. 20—Presentation of Angel Awards, for excellence in the media and for "outstanding productions of moral and/or social impact." Ambassador hotel, Los Angeles. Information: (213) 387-7011.

Feb. 20-28—*American Film Market*, sponsored by *American Film Market Association*. Beverly Hilton hotel, Beverly Hills, Calif. Information: (213) 275-8505.

Feb. 21—*AdCraft Club of Detroit* annual meeting. Speaker: Kay Koplovitz, president-CEO, USA Network. Michigan Inn, Detroit.

Feb. 21-23—*Oklahoma Association of Broadcasters* annual winter meeting. Marriott hotel, Oklahoma City.

■ **Feb. 22**—*American Women in Radio and Television, California chapter*, "A Meeting of Minds," dialogue among "top professionals in radio, TV and film industry." Burbank Studio, Los Angeles. Information: (213) 276-0676.

Also in February

Feb. 24—Deadline for nominations for Broadcast Industry Conference honoring "outstanding broadcasts of 1985 and outstanding individuals in the broadcasting field," sponsored by *San Francisco State University*. Information: (415) 469-1148.

Feb. 24-25—*ABC Television Affiliates Association* government relations committee meeting. Sheraton Grand hotel, Washington.

Feb. 25—*National Press Foundation's* annual awards dinner, including presentations of annual Sol Taishoff Award for Excellence in Broadcast Journalism and 1986 Editor of the Year Award. Washington. Information: (202) 662-7350.

Feb. 25—*Association of National Advertisers* television workshop. Luncheon speaker: Grant Tinker, NBC. Plaza hotel, New York.

Feb. 25—*Association of National Advertisers* media workshop. Luncheon speaker: Ted Turner, chairman, Turner Broadcasting System. Plaza hotel, New York.

Feb. 25—"Telecommunications Finance and Accounting," workshop sponsored by *Columbia University, Center for Telecommunications and Information Studies, Graduate School of Business*. Columbia University, New York. Information: (212) 280-4222.

Feb. 26—*Television Bureau of Advertising* regional sales conference. Hilton Airport, Tampa, Fla.

Feb. 26—*National Radio Broadcasters Association-FCC* "AM Town Meeting," featuring James McKinney, FCC Mass Media Bureau chief. Capital Hilton, Washington.

Feb. 26—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring Stuart A. Hersch, chief operating officer, King World Inc. Copacabana, New York.

Feb. 26-28—*National Association of Broadcasters* state association presidents and executive directors conference. Hyatt Regency, Washington. Information: Sharon Goldener, (202) 429-5310.

■ **Feb. 27**—*Women in Cable, Southern California chapter*, dinner meeting. Topic: "Must carry: Southern California, what are you planning to do?" Panelists: Ed Allen, chairman, National Cable Television Association; Tom LaFourcade, Falcon Communications; Michael Eigner, KTLA(TV) Los Angeles; Paul Niedemeyer, KVEA(TV) Los Angeles; Arnie Rosenthal, Financial News Network, and moderator Ira Stein, communications attorney and author. Ramada Inn, Culver City, Calif. Information: (818) 993-0452.

■ **Feb. 27**—*American Women in Radio and Television, Washington chapter*, new members reception. Intelsat, Washington. Information: (202) 682-8842.

■ **Feb. 27**—"International Telecommunications Markets: Recent Business and Policy Development," seminar sponsored by *Washington International Trade Association* in cooperation with *U.S. Small Business Administration, Washington office*. National Press Club, Washington. Information: (202) 293-4193.

■ **Feb. 27**—*National Association of Public Television Stations* board of trustees meeting. Washington Hilton, Washington.

■ **Feb. 27**—*Women in Cable, Chicago chapter*, meeting. Moniques, Chicago.

Feb. 28—Small market radio acquisition seminar, sponsored by *National Association of Broadcasters, radio department*. Atlanta Hilton Towers, Atlanta. Information: (202) 429-5374.

Feb. 28—Deadline for entries in 1986 *Broadcast Promotion & Marketing Executives* Gold Medallion Awards competition. Information: San Diego State University, c/o department of telecommunications and film, San Diego, 92182.

Feb. 28—Deadline for submissions to "Artists-in-Residency" grants, offered by *Global Village*, nonprofit video production group and media center. Information: Celia Chong, Global Village, 454 Broome Street, New

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York, N.Y., 10013; (212) 966-7526.

Feb. 28-March 2—Intercollegiate Broadcasting System national convention. New York Penta hotel, New York. Information: Jeff Tellis, (914) 565-6710.

March

March 1—Deadline for entries in fourth annual Alcoholism and Communications Marketing Achievement Awards, sponsored by *National Foundation for Alcoholism Communications*. Information: NFAC, 352 Haladay, Seattle, 98109; (206) 282-1234.

March 1—Deadline for entries in Louis M. Lyons Award for "conscience and integrity in journalism," sponsored by *Nieman Foundation at Harvard University*. Information: (617) 495-2237.

March 1—Deadline for entries in eighth annual Lowell Mellett Award for "improving journalism through critical evaluation," sponsored by *Pennsylvania State University, School of Communications*. Information: Mellett Award, School of Communications, Pennsylvania State University, 215 Carnegie, University Park, Pa. 16802.

■ **March 1**—*Radio-Television News Directors Association* region four meeting with Society of Professional Journalists, "Law and Libel." University of Houston, Houston. Information: Bill Goodman, (713) 778-4901.

March 4-7—*Audio Engineering Society* 80th convention. Congress Center, Montreux, Switzerland. Information: (021) 53-34-44.

March 5—*International Radio and Television Society* anniversary dinner. Gold medal recipient: Grant Tinker, NBC. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 5—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring John Jay Iselin, president, WNET(TV) New York. Copacabana, New York.

March 5-6—*Ohio Association of Broadcasters* Ohio congressional salute. Hyatt on Capitol Hill, Washington.

March 6—*National Association of Black Owned Broadcasters* second annual communications awards dinner. Honorees: Representative Cardiss Collins (D-Ill.), House Subcommittee on Telecommunications; Representative Charles Rangel (D-N.Y.), House Ways and Means Committee, and Representative Tim Wirth (D-Colo.), chairman, House Subcommittee on Telecommunications. Hyatt Regency hotel, Washington. Information: (202) 463-8970.

March 6—"CinemaScope, Widescreen and Beyond," seminar in "Communications Forum" sponsored by *Massachusetts Institute of Technology*. Bartos Theater, Wiesner Building, MIT, Cambridge, Mass.

March 6-7—Advanced cable television seminar for senior professionals, sponsored by *Washington Program of Annenberg School of Communications*. American Society of Association Executives conference center, Washington. Information: (202) 484-2663.

March 6-8—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland ho-

tel, Nashville. Information: (615) 327-4488.

March 6-8—*New Mexico Broadcasters Association* 35th annual convention. Regent hotel and convention center, Albuquerque, N.M.

March 7—*Ohio Association of Broadcasters* Cleveland managers' meeting. Hollenden House, Cleveland.

March 7-9—*Women in the Director's Chair*, women's film and video festival. Chicago. Information: (312) 477-1178.

■ **March 7-9**—*Radio-Television News Directors Association* region six meeting with Society of Professional Journalists. Ironmen Inn, Coralville/Iowa City, Iowa. Information: Bob Priddy, (314) 634-3317.

March 9-11—*West Virginia Broadcasters Association* spring meeting. Holiday Inn, Parkersburg, W. Va.

March 11—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

March 11—*Ohio Association of Broadcasters* Akron/

Stay Tuned

A professional's guide to the intermedia week (Feb. 17-23)

Network television □ **ABC:** *Choices* (drama), Monday 9-11 p.m.; *International Players Tennis Championships*, Saturday 1-3 p.m. and Sunday 1:30-4:30 p.m.; *Professional Figure Skating's World Challenge of Champions*, Saturday 4:30-6 p.m.; *Crossings* (novel dramatization), Sunday and next Monday and Tuesday, 9-11 p.m. **CBS:** *One Terrific Guy* (drama), Tuesday 9-11 p.m.; *Welcome Home, Bobby* (drama), Saturday 9-11 p.m.; *Blood and Orchids* (mini-series), Sunday and next Monday, 9-11 p.m. **NBC:** "Flashdance" (music/dance drama), Monday 9-11 p.m.; *Academy of Country Music's 20th Anniversary Reunion*, Tuesday 9-10 p.m. **PBS** (check local times): *Northern Ireland: At the Edge of the Union* (documentary), Tuesday 10-11 p.m.; *The Billion Dollar Day, an Enterprise Special* (documentary), Wednesday 8:30-9 p.m.; *Dance Theatre of Harlem in A Streetcar Named Desire* (dance drama), Friday 9-10 p.m.; *Tax Break '86* (consumer assistance), Sunday 3-4 p.m.

Cable □ **Black Entertainment Television:** *The Status of Black America* (live forum and viewer call-in), Friday 9-11 p.m. **Bravo:** *Staging an Opera: The Conductor, the Singer and the*



"Dance Theatre of Harlem" on PBS



Showtime's 'Sunday in the Park'

Company (three-part documentary), Monday-Wednesday 10:30-11 p.m. **Cinemax:** "Blood Simple" (thriller), Friday 8-10 p.m. **The Disney Channel:** *Disney Animation: The Illusion of Life* (documentary), Saturday 5:30-6:30 p.m. **HBO:** *Son of the Not-So-Great Moments in Sports* (clips and interviews), Monday 8-9 p.m.; "A Passage to India" (novel adaptation), Sunday 8-10 p.m. **The Nashville Network:** *Public Women/Private Men* (profiles), Saturday 6:30-7:30 p.m. **Showtime:** *Sunday in the Park With George* (musical), Tuesday 8-10:30 p.m. **WTBS(TV) Atlanta:** *New Man From Thunder Road: The Bill Elliott Story* (profile), Friday 10:20-10:50 p.m.; *Vitalis/U.S. Olympic International Track and Field Meet*, Sunday 4:05-5:05 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *James Dean: The Television Work*, screenings of 25 live television performances, through April 29, with seminar Tuesday 5:30-7 p.m. *Mobil & Masterpiece Theatre: 15 Years of Excellence*, screenings of 36 of the 80 series that aired on PBS, Tuesday through Friday at 12:05, 2:05 and 4:05 p.m., Tuesday at 6:05 p.m. and Saturday at 12:05 p.m., through April 4. Information: (212) 752-4690, ext. 33.

The National Jewish Archive of Broadcasting (1109 Fifth Avenue, New York) □ *Day at Night*, interviews with "prominent persons in the arts and sciences," conducted by James Day, continuing with PBS's "Joseph Papp in New York" and "Richard Rodgers in New York," Sunday at 12:30, 1:30 and 2:30 p.m. Information: (212) 860-1886.

Note: All times are NYT. Asterisk denotes series premiere.

Errata

Rene Evans, station manager, **KLZI-FM Phoenix**, was named **general manager**, not Eric Hauenstein, as incorrectly reported in "Fates & Fortunes," Feb. 10. Hauenstein is president of station.

□

Buyers of **WPUT(AM) Brewster** and **WVH(FM) Patterson**, both **New York** ("Changing Hands" and "For the Record," Feb. 3), include general manager Ken Stein, who owns 10%.

□

KIDI(AM) Gooding, Idaho, reported sold in "For the Record," (Feb. 10) is not unbuilt construction permit. **Station went on air in August** as daytime on 1480 khz with 1 kw.

Canton managers' meeting. Quaker Square Hilton, Akron, Ohio.

March 11—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring J. William Grimes, president and chief executive officer, ESPN. Copacabana, New York.

March 12—*American Women in Radio and Television Commendation Awards luncheon*. Honorary chair-

persons: Barbara Walters, ABC, and Helen Hayes, actress. Waldorf Astoria, New York. Information: (212) 664-2003.

March 12-15—*National Association of Broadcasters and Radio-Television News Directors Association seminar-retreat*, "News and Team Management," for general managers and news directors. Innisbrook Resort and Conference Center, Tarpon Springs, Fla.

cial reports throughout the evening.—*Paul R. Amos, vice president, CNN Radio, Atlanta.*

Still going strong

EDITOR: BROADCASTING published an article in the "Technology" section of the Jan. 6 issue wherein you recited the general market conditions encountered by firms servicing the LPTV industry and provided specific financial details which reflect the problems faced by one company in particular, Television Technology Corp.

While I certainly agree with the assessment made regarding the state of the LPTV industry and sympathize with TTC as it struggles to counter the effects, I do take issue with the implication that the other firms mentioned in your article are, by association, suffering similar financial consequences as TTC and EMCEE.

To set the record straight, Acrodyne has been engaged in TV translator and LPTV activity for a dozen years and more, and we have done so profitably. Fiscal 1985 was no exception. We recognized early on that the LPTV actions of the FCC would, at least initially, have serious adverse effects on the marketplace. In an effort to offset the anticipated softness in the domestic LPTV market, several years ago we redirected our new product programs toward different segments of the industry. We introduced higher power UHF equipment, and we now are planning a line of VHF transmitters.

So although we continue to service LPTV interests, Acrodyne is very much alive and well.—*Marshall Smith, president, Acrodyne Industries Inc., Blue Bell, Pa.*

Challenger comments

EDITOR: I read with interest your Feb. 3 account of television's excellent coverage of the Challenger disaster.

Unfortunately you made only brief mention of network radio's equally excellent coverage of this tragic news event. A good many Americans first learned of this disaster via radio, and followed the story throughout the day on their local stations.

WBAL Radio's extensive, nonstop coverage of this tragedy was made possible by the outstanding journalistic work of ABC Radio News and its correspondents, Vic Ratner, Bob Walker and Bob Schmidt. Their live on-site coverage of the launch, and the sad story that followed, was of the highest professional standards, and deserving of recognition.—*David J. Barrett, vice president and general manager, WBAL(AM)-WYYY(FM) Baltimore.*

□

EDITOR: I would like to correct a possible

misperception created by your Feb. 3 lead story. In the article on our coverage of the Challenger tragedy, BROADCASTING stated that "CNN Radio affiliates had the option of switching to the audio feed from the CNN and CNN Headline news cable networks."

While this is true, our affiliates would have had no need to carry the audio from our sister services. CNN Radio provided full and complete coverage of the shuttle disaster utilizing our staff of experienced and dedicated radio newspeople. In fact, CNN Radio was one of the only radio networks still providing coverage of the launch when the explosion took place. Other, more established networks had already dumped out of their coverage.

CNN Radio provided continuous coverage of the Challenger accident from launch (11:35 a.m.) through 5 p.m., breaking only for regularly scheduled news, business and sports programming. At 5 p.m., CNN Radio presented President Reagan's address to the nation live. In addition, CNN provided spe-

Major Meetings

tury Plaza, Los Angeles.

June 8-11—*NBC-TV annual affiliates meeting*. Hyatt Regency, Maui, Hawaii.

June 11-15—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association annual seminar*. Loew's Anatole, Dallas. Future conventions: June 10-14, 1987, Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

June 14-18—*American Advertising Federation national convention*. Grand Hyatt, Chicago.

June 19-22—*NATPE International second annual production conference*. Adam's Mark hotel, St. Louis. Information: (212) 757-7232.

June 22-25—*Cable Television Administration and Marketing Society annual convention*. Westin Copley Plaza, Boston.

July 20-22—*Eastern Cable Show*, sponsored by Southern Cable Television Association. Atlanta Market Center, Atlanta.

Aug. 26-29—*Radio-Television News Directors Association international conference*. Salt Palace Convention Center, Salt Lake City. Future convention: Sept. 1-4, 1987, Orange County Convention Center, Orlando, Fla.

Sept. 10-13—*Radio '86 Management, Programming, Sales and Engineering Convention*, sponsored by National Association of Broadcasters and National Radio Broadcasters Association. New Orleans Convention Center, New Orleans.

Sept. 19-23—*11th International Broadcasting Convention*, sponsored by Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Society of Motion Picture Engineers, Institution of Electronic and Radio Engineers and Royal Television Society. Metropole conference and ex-

hibition center, Brighton, England.

Oct. 2-5—*Association of National Advertisers annual convention*. Homestead, Hot Springs, Va.

Oct. 14-16—*Society of Broadcast Engineers national convention*. St. Louis Convention Center, St. Louis.

Oct. 24-29—*Society of Motion Picture and Television Engineers 128th technical conference and equipment exhibit*. Jacob K. Javits Convention Center, New York. Future conference: Oct. 30-Nov. 4, 1987, Los Angeles Convention Center; Oct. 14-19, 1988, Jacob Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

Oct. 28-30—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Nov. 17-19—*Television Bureau of Advertising 32nd annual meeting*. Century Plaza, Los Angeles. Future meeting: Nov. 11-13, 1987, Atlanta Marriott, Atlanta.

Dec. 3-5—*Western Cable Show*, sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim, Calif.

Jan. 23-27, 1987—*NATPE International 24th annual convention*. New Orleans Convention Center, New Orleans.

Feb. 1-4, 1987—*National Religious Broadcasters 44th annual convention*. Sheraton Washington.

Feb. 6-7, 1987—*Society of Motion Picture and Television Engineers 21st annual television conference*. St. Francis hotel, San Francisco. Future conferences: Jan. 29-30, 1988, Opryland hotel, Nashville, and Feb. 3-4, 1989, St. Francis hotel, San Francisco.

Feb. 7-10, 1987—*Seventh annual Managing Sales Conference*, sponsored by Radio Advertising Bureau. Hyatt Regency, Atlanta.

June 11-17, 1987—*15th Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.

A perspective on organizations from John F. Dille III, Federated Media, Elkhart, Ind.

Taking stock of NAB's and NRBA's shared values

The Belgian surrealist Rene Magritte painted a series of pipes with the title, "Ceci n'est pas une pipe"—this is not a pipe. The picture of the thing is not the thing. In the same way an organization is not a structure.

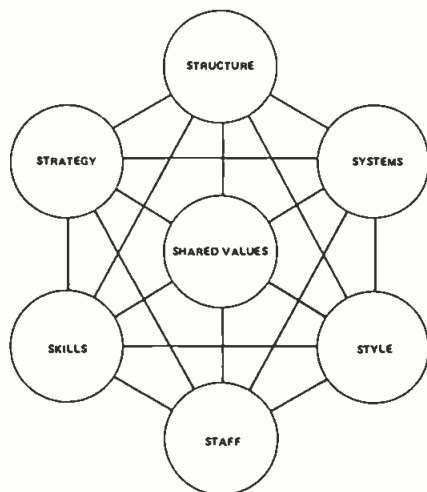
"Federation" was the term used by BROADCASTING in a Jan. 20 editorial ("Fair winds from St. Maarten") regarding the proposed National Association of Broadcasters/National Radio Broadcasters Association unification. "Final configuration" was another. To talk about those terms is OK, but there are some other things that ought to be squared away first.

When we think about changing an organization we consider restructuring it. Different lines, boxes and charts. Still, this is only a part of what is intended. What really happens is not about lines and boxes. It's about values, ideas and beliefs.

Despite the fact that we know an organization is not just lines and boxes and charts, it remains a great temptation to change an organization with a restructuring.

In "In Search of Excellence" and again in a derivative, NAB's "Radio—In Search of Excellence," Peters and Waterman develop a paradigm for analyzing organizations. At its core there is an element labeled "shared values." This is the as yet undefined element in the conversations involving NAB and its structure. And until this is better focused, the discussions cannot truly be complete.

Stick with me through the explanation (because it is the last item that is the most important). The chart below presents seven elements. They illustrate a way of thinking about organizations. Nothing fancy, just a guide to analysis.



The first three elements—strategy, structure and systems—are considered the hard-



John F. Dille III is president of Federated Media, an eight-station radio group with properties in Indiana, Michigan and Ohio. He is, moreover, the incumbent chairman of the radio board of the National Association of Broadcasters, and has been fundamentally involved in negotiations to achieve a "unification" between the NAB and the National Radio Broadcasters Association. The picture above was taken as Dille discussed that subject during January board meetings of the NAB in St. Maarten, Netherlands Antilles. He continues in that vein in the accompanying "Monday Memo."

ware of success, and the next four—style, staff, skills and shared values—are the software.

Most management literature has emphasized the hardware elements. Thus, a successful organization is one that develops an appropriate strategy to reach its goals, builds an appropriate organizational structure to carry out its strategy and equips the organization with effective systems of information, planning and control to get the job done.

The soft elements are also fairly obvious. Style is a manner of behavior and thinking. Staff and skills are the right people with the proper skills.

However, it is the last element that is really of first importance—shared values. This one is of a higher order than the other organization elements. Shared values are the guiding principles, or concepts, that infuse, stabilize and lead the organization. Often unwritten, they go beyond the usual formal statements of business strategies and goals. Everyone in the outfit knows, or at least feels, their importance. The drive for the accomplishment pulls all the other organizational elements together.

In radio these factors center on quality and

service, above all else, for excellent stations. Maybe, for NAB as well, but further analysis is necessary, especially since NAB produces no daily product like a radio station or a manufacturer.

So what? Just now, just at this point, in radio at least, there is a kind of lull. It is a break in the action; NAB President Eddie Fritts has his feet squarely on the ground; he has realigned his staff for more efficient operation. Congress is not considering deregulation legislation or any other radio broadcast matters very seriously; there aren't fires raging.

At the same time, hopefully, the NRBA board will agree to unify the industry. This means that the critical shared values element of the new organization could be reexamined, the new board could take advantage of the time to step back, catch its breath, think about what it has done and what it could now do.

I can't believe the shared values of NAB and NRBA are much different. NRBA is driven by the stated value that radio must have independence—a worthy notion. In more recent years that same independence has thrived at NAB, but not formally. The action in St. Maarten now confirms that in formal fashion.

Other ideas about areas NAB ought to pursue such as sales and programming have been voiced. NAB's 50-year-old charter cites representation of the broadcaster in the government as the primary purpose, a shared value if you will. But now maybe other things ought to be considered. Not as goals that would fit into a strategy, but after the unification to take the pulse of the new organization for its shared values. What guiding principles will drive it?

One thing is clear. Whatever those values are they will be pursued much more vigorously than ever before. The business is different, more complex, more competitive and with that has come to the NAB and the NRBA, I believe, a more aggressive attitude by the staff and the board. There is a demand for better.

The great opportunity that unification offers is the chance to reevaluate those shared values. To identify new strains of guiding principles to accommodate the new attitudes of aggressive broadcasters today. This is what it is all about.

NAB leadership can, and it would be better with NRBA included, reassess those values. It is not a federation we're after just yet, it's about ideas and concepts. Then structures and strategies. This is the excitement, the challenge for those who are actively involved in the association.

The editorial blessing the unification of NAB and NRBA is a thoughtful one and I am grateful. But values must come first. The pipes will follow.



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Vol. 110 No. 7

Reading the tea leaves at the FCC

Although FCC Chairman Mark Fowler's term expires June 30, he has sent no signal that he's leaving—or, indeed, that he's settled on a direction in which to go. And increasing speculation in key offices at 1919 M Street suggests scenarios under which the chairman may be asked to stay on the job, even should he truly want to leave.

Fowler thus far has provided little guidance on whether he will seek another term. "I have not decided," he said last week. But that may not say a lot, particularly since, as one high FCC official noted, Fowler isn't likely to say whether he's planning to move along until the last possible minute. "You don't lame-duck yourself before you have to," this official said.

On the question of possible successors, conventional wisdom holds that Commissioner Dennis Patrick, a former White House staffer, has the inside track. It's believed in some quarters that Patrick will be able to count on support from long-time friends of President Reagan, including William Clark, former secretary of the interior, and Charles Wick, director of the United States Information Agency. Patrick is a protege of Clark and has come to know Wick personally. "Beating Clark and Charlie Wick will be hard to do," said one FCC source. Enhancing Patrick's prospects is word that Commissioner Mimi Dawson, who had been considered a formidable competitor for the chairman's post, appears to have moderated her interest in pursuing the chairmanship.

But Patrick has no guarantees. One well-placed source, for instance, couldn't fathom any political reason for Reagan to name someone chairman whom he has already named to the commission. A more reasonable scenario, according to this source, might be for the President to reward someone new.

There's also the possibility that Fowler might not move along in June, even if he wants to.

It's no big secret that Senate Democrats are hoping to wrest majority control of the Senate from the Republicans next fall. If the Democrats gain control, they'll have a lot more to say about which nominees get confirmed by the Senate.

One theory last week had it that the Democratic leadership on the Senate Communications Subcommittee provided a harbinger for the rest of the year by putting out the word that Democrats will "not allow any new commissioner to be named" until the terms of all FCC commissioners are reduced from seven

years to five ("Closed Circuit," Feb. 10). (The pronouncement was prompted by an inquiry into whether there was any Senate opposition to the expected nomination of Patricia Diaz Dennis to the Democratic FCC seat vacated by Henry Rivera.) The theory had it that the talk about the length of terms may be a smoke-screen, and that Democrats are really hoping to stall the nomination process until after the elections deliver their hoped-for Senate majority. The closer it gets to the elections, the more the Democrats are likely to stall, according to that theory. "They want a real Democrat," one FCC source said.

Another FCC source speculated that confirmation of any replacement for Fowler would be held up until after the elections for the same reasons.

If the White House can't get a fresh candidate confirmed to fill a Fowler slot, it could always name Patrick chairman. Since Patrick already has a term, he wouldn't have to be confirmed by the Senate to assume the chairmanship. But if Dennis doesn't get confirmed before the elections, it's believed by some to be more likely that the White House would ask Fowler to stay on, at least through the elections, to preserve a four-member commission. (Under the law, Fowler could continue to serve after his term expired, without Senate confirmation, until his successor is nominated and confirmed.) Without Dennis and Fowler, it is noted, the FCC would be left with only three commissioners. Those three would constitute the quorum necessary to conduct official FCC business. But a three-person commission would leave much to be desired, according to FCC sources.

For starters, under the law, no votes on items are possible without a quorum of three commissioners. So items might have to be delayed simply because one commissioner was ill or out of town. Even worse, one commissioner in a three-member commission could effectively prevent the FCC from acting on any item by simply refusing to participate in a vote. Yet another difficulty: Under the sunshine law, any two of the commissioners on a three-member commission might be prohibited from discussing commission business privately, making it difficult for the commissioners to figure out what their colleagues were thinking outside a public meeting. All of that might make FCC meetings more interesting to outsiders, but it would be apt to lead to more surprises than whoever is leading the agency would prefer. "It would be trick or treat at every meeting," said one FCC insider.

Cable goes behind closed doors on must carry

Denver meeting of NCTA executive committee tackles hard issues; may decide to collaborate with broadcasters on policy rationale

The cable television family gathered at the Brown Palace hotel in Denver last Friday for a closed-door meeting to decide what it would or wouldn't do to meet the must-carry challenge put to it by broadcasters, the Congress and the FCC. Key members emerged at day's end declining comment, although a spokesman told BROADCASTING the situation was "fast moving" and at a "sensitive and critical point."

Among the issues being considered by the

National Cable Television Association's executive committee Friday was whether cable would lend a hand in helping broadcasters develop an acceptable public policy rationale for a must-carry compromise. The challenge for cable to help draft such a rationale developed after the failure of the prior week's meeting in Washington (on Friday, Feb. 7) to wrestle the issue to the ground.

There was some circumstantial evidence that broadcasters and cable operators had be-

gun to cooperate on the rationale prior to the meeting. NCTA General Counsel Brenda Fox met with Warren Hartenberger, an attorney who represents Television Operators Caucus members Cox Communications and Multimedia Broadcasting Co., on Thursday, just prior to Fox's leaving for Denver. Fox could not be reached for comment and neither NCTA President Jim Mooney nor Hartenberger would comment on the meeting.

That the NCTA is even considering helping broadcasters lay a public policy foundation for new rules is indicative of the pressure cable is under to make some accommodation with broadcasters—primarily from Capitol Hill. John Dingell (D-

Top of the Week

Mich.), the powerful chairman of the House Energy and Commerce Committee, which has oversight over broadcasting and cable matters, has stated his belief that must-carry rules are necessary to "insure the availability of 'high quality' local programing to all Americans" (see "Cablecastings," page 15).

According to NCTA Chairman Ed Allen, the executive committee recognizes the need to deal on must carry. "We have got a lot of other issues pending in Congress and Congress certainly wants a compromise," he said prior to boarding a plane for Denver. "We've got the pole attachment fee issue. We've got the compulsory license issue. We've got all the scrambling bills. We have a potentially onerous tax provision. All... require friends in Congress."

In what's come to be known as the Quincy-Turner case, the U.S. Court of Appeals in Washington knocked down last July the FCC's long-standing must-carry rules, which required cable systems to carry all local broadcast stations, ruling that the rules were a violation of cable operators' and cable programmers' First Amendment rights.

Broadcasters immediately began pushing for new rules on Capitol Hill and at the FCC. NCTA indicated that it would be willing to sit down with broadcasters and fashion new rules, but only if the broadcasters could demonstrate that they would be justified on public-interest grounds and would not intrude on the First Amendment rights won by cable in Quincy-Turner. Arriving at a public policy rationale acceptable to cable has proved difficult for broadcasters.

Broadcasters developed what they felt was an adequate public policy argument for rules and included it three weeks ago in comments for the FCC's on-going must-carry proceeding. But cable was quick to reject the argument.

The following Friday (Feb. 7), broadcasting representatives came out of a meeting with cable representatives in Washington feeling that cable was "stringing them along" and that cable's demand for the public policy rationale was "a smokescreen" designed to cover up cable's own uncertainty as to how hard it wanted to push for full First Amendment rights. Such rights could jeopardize cable's exclusive franchises.

At the Feb. 7 meeting, the broadcasters asked Mooney to put down on paper what cable felt would be a reasonable public policy rationale. That request apparently led to the meeting between Fox and Hartenburger on Thursday and the executive committee meeting on Friday.

Going into the Friday meeting, Allen said he would recommend that NCTA "pull the broadcasters' chestnuts out of the fire" and help develop the public policy rationale. Although he said he couldn't predict how the committee would react, he said its members are "pragmatic" and understand the need to keep on good terms with Congress.

Allen also indicated he would be willing to give a little to accommodate broadcasters. "I'm not a purist on the First Amendment," he said. "I am willing to get a little pregnant if that is necessary on the First Amendment issue. I wouldn't try to insist absolutely that

we are First Amendment speakers a la newspapers because I want to preserve our posture with the Congress. By the same token, I am not willing to dilute those First Amendment rights to the degree that we then cannot challenge certain portions of the Cable Act—for example, the franchise fees, [public, educational and government] access and third-party leased channels. We can only mount a legal attack on those if we have a position as a First Amendment speaker."

Allen said he endorses the alternative to must-carry rules advanced by former NCTA director Richard Leghorn in his comments to the FCC. According to Allen, Leghorn's plan addresses the two major concerns of broadcasters: that cable acts as a bottleneck that prevents cable subscribers from receiving off-air signals and that the absence of must-carry rules creates a situation where cable operators can charge broadcasters for carriage, but broadcasters cannot charge cable operators for their signals because of the

compulsory license. Leghorn's proposal, he said, would require cable systems that do not carry all local stations to equip subscribers' sets with A/B switches, which allow subscribers to hook up antennas and receive signals off the air, and prohibit cable systems from charging broadcasters for carriage.

Despite Allen's enthusiasm for the plan, it's unlikely to go far. In its comments to the FCC, the NAB called A/B switches "woefully inadequate" as a substitute for cable carriage. Research indicates, the NAB said, that for many viewers off-air reception is impossible and that for others it requires an outdoor antenna.

Last Saturday, Feb. 15, was NAB's self-imposed deadline to strike a deal on must carry or turn to the FCC for final resolution, but due to the holiday, Feb. 17, and the Denver meeting, NAB said it would be willing to extend the deadline for a few days. "If there's any hope for a deal," said one broadcaster, "we'll know after Friday." □

NRBA board readies for merger vote

**Majority appears present
for historic agreement
uniting association into NAB**

The board of directors of the National Radio Broadcasters Association will meet in Fort Lauderdale, Fla., this week (Feb. 20-21) to decide whether to approve a unification agreement with the National Association of Broadcasters—one that the NAB board unanimously ratified last month. Some NRBA directors view the move as the beginning of one strong voice for radio; others are worried that NRBA's spirit and services may not survive such an arrangement.

NRBA Chairman Bill Clark, Shamrock Radio Division, San Francisco, is aware of the board's concerns. While he was "optimistic" that the unification would be ratified, he said some board members are worried whether radio will "really have its independence and autonomy" under the revised NAB by-law structure. "That is, after all," Clark said, "the primary basis for the existence of NRBA, and [people] want to make sure we bring that to NAB." Clark said he was "confident that we can, and that the NAB has established a structure that will allow for the independence of radio. I hope most people will be likewise convinced so that they will accept it."

Of NRBA board members responding to a BROADCASTING canvass, 18 indicated support for the agreement, five were uncommitted until they saw more details, and two were opposed to the current agreement. (According to Clark, the "final document" may not be available prior to the board meeting, but board members were to have received a copy of a "partial agreement"—its main points—before this week's gathering, and a copy of the NAB's proposed by-laws changes.) Of the 12 directors not reached by BROADCASTING, at least two are believed to be certain votes for the merger.

One board member predicted that the uni-

fication will be ratified, although he was "fairly certain the vote won't be unanimous."

Gary Grossman, KRKT-AM-FM Albany, Ore., called the agreement a "good starting platform" for new growth and development in radio. Said Carl E. Hirsch, Legacy Broadcasting: "Anybody who is anybody in this industry knows it is very important that we have a single voice of unification." It is time, he said, to "pool our resources and speak as one."

Chester Coleman, American Radio Brokers Inc., is against the agreement as it now stands. He said that "down line," it may "not be in the best interests" of radio stations, because, among other things, there "is no inherent guarantee that the management input is going to be strong enough" to maintain the "volume and quality" of services now produced by the NRBA. He said also that some NRBA members are concerned that there may not be "as much of a value there [in a new organization] for their dues." Bob Herpe, Transcom Communications Co. Inc., said he is "interested" in seeing NRBA and NAB "get together as one organization," but that the present document is "far too fragmented."

One board member who said he had "formed no opinion," said he "might" oppose the agreement if it "dilutes" the NRBA. Robert Fuller, Fuller-Jeffrey Group Inc., said he was "generally in favor of the merger, providing radio is really independent from the television lords."

Sis Kaplan, WRQJ-AM-FM Charlotte, N.C., was among those who wanted to see "specifically what the deal is" before voting; she said that the autonomy of the radio division in a new NAB—both financially and in voting areas—is an important issue to be considered.

Another concern voiced by board members was that the spirit and grass-roots appeal of the NRBA survive the merger. Said

Norman Wain, Metroplex Communications, NRBA has "always been a member-driven organization that was basically almost on a voluntary basis, where members made policy and carried out policy." The NAB, Wain said, "has relied very heavily on its professional staff over the years," which he said sometimes doesn't "have the dedication and the insight... to do the kind of job we need done." Wain said it is his "great hope that with an injection of NRBA-type people into the existing board, we'll have more of the member-driven spirit we've had at NRBA."

The NAB board unanimously voted in favor of the plan at its board meeting on St. Maarten, Netherlands Antilles, last month (BROADCASTING, Jan. 20). If the NRBA board ratifies the plan at its board meeting this week, NRBA would disappear as a political entity; those members who want to join NAB may do so at reduced rates for the first year. Twelve NRBA directors would join the NAB radio board—four for three-year terms, four for two-year terms and four for one-year terms. All such NRBA directors would "sunset" at the end of their first terms, although each could then run for office under standard NAB policies. One NRBA director would be added to the executive committee's radio team for at least three years.

If the unification is ratified, the board will select the NRBA's 12 representatives to the NAB board and decide whether ratification of the agreement by the NRBA full membership is also necessary.

Another voicing caution was a former NRBA president, Jim Gabbert of KOFY-AM-TV San Francisco, who is scheduled to address the NRBA board in Fort Lauderdale. He thinks the idea of unification "good" but believes the board should be cautious. Among his concerns are whether in the new organization, the NRBA "will be independent enough." He said that if the NAB's structure is "not basically changed, then what happens is all you did was eclipse NRBA" and got "rid of a competitor" to NAB. As for separating radio from television within the NAB, Gabbert said that proponents of the merger "say that 'times have changed, we'll get in and we're going to change the NAB,' and my word of caution," Gabbert said, "is that you don't get married to somebody with the intent of changing her. If we're not changed going in, you could be selling radio down the river." □

GE/RCA go for it at FCC

In FCC filing, it requests 18-month waiver to divest combos; says NBC will operate as separate subsidiary

General Electric last week asked the FCC to approve its \$6.3-billion acquisition of RCA.

The big news may be that GE seeks no major favors from the commission. In its transfer applications, it is requesting 18 months to break up NBC's grandfathered radio-TV combinations in New York (WNBC-



Deal approval. The \$6.28-billion sale of RCA to General Electric was approved by the former's shareholders at a meeting last Thursday. The company announced that roughly two-thirds of those shareholders entitled to vote approved the \$66.50-per-share cash offer, which is expected to be completed by the second half of this year. At the three-hour shareholders meeting RCA Chairman Thornton F. Bradshaw (l) reiterated what he saw were the benefits of the merger, including the financial reward to RCA shareholders and the added competitive strength the merger would give to RCA's operating units. Sitting to Bradshaw's left is RCA President and Chief Executive Officer Robert F. Frederick.

AM-TV-WYNY(FM)), Washington (WRC-TV-WKYS(FM)) and Chicago (WMAQ-AM-TV-WKQX(FM)). The application said that the radio stations will go.

GE also offered assurances that NBC and its stations would be insulated from the non-broadcast interests of the company.

In its application, GE said three RCA board members will be added to GE's current board, with the individuals to be named later. That board, according to the filing, will constitute the complete boards of GE, RCA and NBC, which GE said it intended to make a separate, wholly owned subsidiary of the company.

GE said it intended NBC to retain a corporate identity, with NBC's business conducted by NBC's operating and staff executives and employees. The chief executive officer of NBC would report directly to the chief executive officer of GE, "and there would be no other company executive between NBC and the General Electric board," the filing said.

"It is General Electric's plan that NBC's corporate structure will enable NBC, its networks and owned stations, to conduct broadcast operations independently of General Electric's nonbroadcast interests," GE said. "Thus, NBC advertising and programing policies will prohibit any use of NBC's networks and stations for the purpose of favoring the nonbroadcast interests of General Electric or for disfavoring nonbroadcast in-

terests of any entity which competes with General Electric. A central component of this overall policy will be that the content of NBC's news and public affairs programing may not be influenced by the nonbroadcast interests of General Electric.

"It is the intention of the company to maintain NBC's independent and autonomous operation, subject only to such broad oversight as is necessary to exercise ultimate responsibility for the subsidiary."

GE also is seeking permission to retain two members of its board of directors—Barbara Scott Preiskel and Frank H.T. Rhodes—whose media interests might result in conflicts with FCC ownership restrictions. Preiskel, according to the filing, is also a director of the Washington Post Co., which owns the *Washington Post* and broadcast and cable properties. Rhodes is president of Cornell University and a director of the Gannett Foundation, which has an 11% voting interest in Gannett Co., owner of newspapers and broadcast properties.

According to the filing, the addition of GE's KCNC-TV Denver to NBC's five TV stations (GE said it was "expected" that the management of KCNC-TV would come under the aegis of the NBC broadcast operation) will give the merged entity the ability to reach 20.94% of the country's television households. □

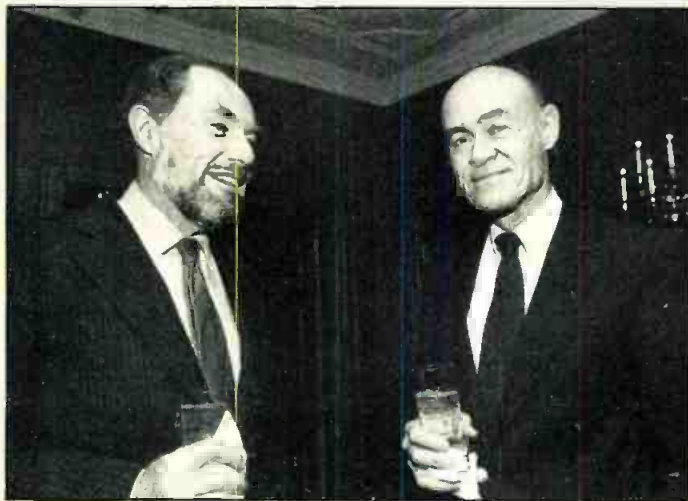
Outlet sues King World

Block booking of syndicated shows is at center of controversy

The much discussed but yet unproved practice of "block booking" of syndicated television programs is getting a public airing in a \$10-million antitrust lawsuit filed by Outlet Communications Inc. against King World Productions Inc. In U.S. district court in Florida, Outlet is suing King World for breach of contract and fraud on the grounds that King World would not renew its highly successful *Wheel of Fortune* game show unless Outlet agreed to pick up two other King World game shows, *Jeopardy!* and *Headline Chasers*. All three shows are Merv Griffin productions.

Outlet filed the suit on Nov. 8, 1985, several weeks after the start of the 1985-86 television season and after it had lost *Wheel of Fortune* in its access time period to a competing station that Outlet had also took the two other game shows.

The suit centers on Outlet-owned, CBS affiliate WCPX-TV Orlando, Fla., which originally negotiated to pick up *Wheel of Fortune* from King World in the spring of 1983. In its suit, Outlet claims that when WCPX-TV negotiated to renew *Wheel of Fortune* for a second season, King World conditioned the renewal on the purchase of *Jeopardy!* and *Headline Chasers*. When Outlet rejected the other two, King World proposed a price that "was not economically viable given the pos-



Meeting the moderator. NBC newsman Bill Monroe, 65, retired Feb. 12 after 25 years with the network. Most recently he had appeared on *Today*, presenting a letters-to-the-editor segment that he began in 1984. Following stints as correspondent with United Press International and news director at WNOE(AM) and WDSU-TV all in his home town of New Orleans, Monroe joined NBC in 1961 as Washington bureau chief. From 1969 until 1975, he was Washington editor and interviewer for *Today*, and from 1975 until 1984, he was execu-



tive producer and moderator-panelist for *Meet the Press*. In his news career, Monroe received both a Peabody award for excellence in news reporting and a Paul White award for distinguished service to broadcast journalism. Monroe was saluted by a number of his colleagues at a private dinner Feb. 13 at the Hay-Adams hotel in Washington. Shown above left at dinner are Monroe (r) and NBC News President Larry Grossman. Above right is Monroe and A. Louis Read, former head of WDSU-TV, who was active in NBC affiliate affairs.

sible advertising revenues the show could generate," Outlet alleged. As a result, Outlet said King World went to the competing ABC affiliate, WFTV(TV), and negotiated an agreement to pick up all three programs.

Attorneys representing Outlet are the Washington law firm of Sundlun, Scher & Singer. Bruce G. Sundlun, chairman of Outlet, is a former partner in the firm and is now of counsel.

Stephen W. Palley, senior vice president and general counsel of King World, said the suit was "without merit" and that King World planned "reasonably soon to file a motion to dismiss it." At present, the suit is in the discovery process.

The original licensee agreement was for a one-year term beginning September 1983 through September 1984. According to the suit, the license agreement gave WCPX-TV permission to broadcast *Wheel of Fortune* for 195 first-run telecasts and 65 repeat episodes at \$600 per telecast. If WCPX-TV achieved a 23 share with the show, the licensee fee would automatically escalate to \$800 per telecast. The total license fee Outlet paid to King World for the 1983-84 season was \$208,000.

Outlet said that when the original agreement was negotiated, it was understood that WCPX-TV had an exclusive right to renew the show for a maximum increase in the license fee of 20% for the second and third years. Although Outlet said that "provision was omitted from the license agreement," it said that "it is a well-settled trade usage that an initial subscriber to a new first-run program is given the exclusive right to renewals."

Outlet said that its renewal of *Wheel of Fortune* for the 1984-85 season went without a hitch. The only difference was that the licensee fee rose to \$1,000 per episode and King World for the first time retained one 30-second national spot for barter advertis-

ing. Outlet said the renewal agreement also contained the same renewal exclusivity clause.

However, when negotiations began in December 1984 for the third season of *Wheel of Fortune*, Outlet claimed that King World "represented that the renewal of *Wheel of Fortune* was conditioned upon Outlet's license of two other game shows, *Jeopardy!* and *Headline Chasers*."

Outlet said that when it requested a separate license fee for *Wheel of Fortune*, King World said it would cost \$5,000 per first-run telecast, which, based on 195 episodes as in the previous agreements, would cost a total of \$975,000. "Such a cost was not economically viable given the possible advertising revenues the show could generate," Outlet said the price quoted for the package of first-run episodes of *Wheel of Fortune*, *Jeopardy!* and *Headline Chasers* was \$7,500 per episode.

Outlet said it has reason to believe that King World "then approached a competitor of Outlet in the Orlando-Daytona Beach television market (WFTV) and offered the *Wheel of Fortune* programing to WFTV for license upon the condition that it purchase the other syndicated game shows of *Jeopardy!* and *Headline Chasers*." Outlet further alleged that WFTV and other unidentified television stations "have acquiesced to the



"Wheel of Fortune"

tie-in arrangement and have expressed their agreement to license *Jeopardy!* and *Headline Chasers* or one of them, as a condition of obtaining a license for *Wheel of Fortune*.

King World's Palley said that Outlet's claims were baseless. Outlet's assertion that it was common practice for stations carrying a show to be given preference on renewal "is not a custom in the trade as we understand it." Palley also said that Outlet's claim that King World "packaged" the three game shows was false since two of the shows, *Jeopardy!* and *Headline Chasers*, were already renewed or cleared on WFTV before King World and WCPX-TV began negotiating a renewal for *Wheel of Fortune*.

(When WCPX-TV lost *Wheel of Fortune* to its competitor, the consequences were clear. During the November 1984 sweep, according to Nielsen, WCPX-TV earned a 36 share with *Wheel of Fortune* in the 7:30 p.m. access time period. During the November 1985 sweep, the station fell to an 11 share with *The Price is Right*, while *Wheel of Fortune* soared to a 43 share opposite it on WFTV. Outlet said it lost more than \$1 million in advertising revenues as a result of losing *Wheel of Fortune*.)

Outlet President David Henderson has been a leading opponent of block booking by syndicators and has indicated in the past that he might take action to stop the practice. He declined comment, saying only "the document speaks for itself and the place to address it is in court. We don't think it's a media event."

When the suit was filed last November *Headline Chasers* was being introduced in national syndication. Although *Jeopardy!* is in its second season and secure with an 11.2 national rating, ranked second behind *Wheel of Fortune*, King World announced it is not going ahead with further production of *Headline Chasers* due to poor ratings. □

NBC raises newswheel concept for evening news

But canvass finds that idea may have more going against it than for it

NBC News confirmed last week a report in *The New York Times* that its top management was mulling over a concept to do away with the half-hour *Nightly News* on NBC-TV and get affiliates to agree to a combined 90-minute local/network news program during which affiliates would switch back and forth from local to network coverage at various points. That kind of format, known in the business as the "newswheel" approach, is one that radio networks have used for some time in much shorter form. ABC News proposed a similar concept to its television affiliate board several years ago when the networks still held hope for expanding their evening news shows to one hour. The board nixed the idea, however, and the concept died quietly.

NBC-TV affiliate reaction was guarded last week. Eric Bremner, vice president, television, King Broadcasting, and chairman of the NBC affiliate news committee, said he first learned of the plan through the *Times* story, which he confirmed in a call to Larry Grossman, president of NBC News. "He assured me the exploration [of the newswheel concept] is embryonic, just one of several ideas being looked at," said Bremner. The concept, he added, at this point, is "so rudimentary that there literally hasn't been anything in terms of form to discuss with affiliates. And obviously there needs to be close cooperation with the affiliates." But, he added, "I would fully encourage that kind of imaginative thinking, whether or not everybody agrees to it eventually."

NBC's competitors were not impressed. One source at CBS wondered whether NBC had adequately explored the apparent conflict with the FCC's prime time access rule, which allows a half-hour of network news to be programed in at 7-8 p.m. on affiliates in the top 50 markets, but only "when immediately adjacent to a full hour of continuous, locally produced news or locally produced public affairs programing." The CBS source contended that the odds were against NBC's winning a waiver or rule change over the opposition that could be expected from independent stations, program syndicators and probably the motion picture industry.

But NBC News President Grossman said that if PTAR questions exist, they are "the least of the problems. . . . We have nothing far enough along to even look into it. It remains essentially a concept in the early planning stages. We're just considering it with a whole lot of other things that won't see the light of day."

A source at ABC, who also asked not to be identified, recalled exploring a similar plan five years ago, when all three networks were in hot pursuit of one-hour evening newscasts (BROADCASTING, Dec. 7, 1981). Indeed, one NBC affiliate last week suggested that the current idea being considered by NBC is a revival of efforts to expand its

evening news show, in the guise of an integrated local-network program.

The ABC plan was never formally proposed to its affiliates. Rather, a network source said, the affiliate board of governors agreed to consider the concept informally, as it did, before rejecting it. Has ABC considered reviving the plan? "I wouldn't rule it out," said the source. "But I don't think things have changed materially. It's not a high priority." He said that ABC Radio currently operates the largest newswheel, with four networks operating on it. Stations can dip in and out during the program day.

Some objections to the concept were voiced last week. Mike Kettenring, president and general manager, WSMV(TV) Nashville, a member of the NBC affiliate news committee, said that based on the limited information available, "my stations would not be interested." An integrated news program of the kind being discussed, he said, would diminish the local station's identity. "News is the most important thing we do," said Kettenring. "It's the heart and soul of our commitment to the community. I want the editorial content of our news hour to be controlled by us."

Kettenring said the local and network

news identities should be kept separate. "Our commitment is to cover southern Kentucky and middle Tennessee [and national and international stories that affect those areas]," he said. "NBC's is to cover national stories and the rest of the world." He added that "perhaps Larry [Grossman] has got things in mind to make it attractive. I can't envision it."

Bremner, of King Broadcasting, said, "I find it very intriguing." He noted that the concept is one of many all three networks are considering in light of increasing coverage of national and international stories by local stations. "Those kinds of concerns are legitimate and should be dealt with," said Bremner. On its face, he added, the newswheel concept might "combine the strengths of local stations and the network in a positive flowing newscast that would best serve the public." But, he added, it is obvious why the idea would "give strong local affiliates pause." Bremner said it would "be a given" that approval of any kind of newswheel plan by the affiliate body would not happen if their commercial time were at all depleted. Also, he said, any "implied subordination of the affiliates' news efforts" would be unacceptable. □

DBSA board goes its own way

Despite subcommittee's finding that competing technologies for DBS systems are about equal, majority picks component analog

The Direct Broadcast Satellite Association board of directors last week rejected the finding of its technical committee and told the FCC that for future Ku-band direct broadcast television systems it favors using a component analog video format. The board's decision appeared to raise immediate concern among members who support an alternative, NTSC-type composite format also studied by the organization.

The position, filed in comments last Friday (Feb. 14), followed a Feb. 11 meeting of a DBSA committee of technical experts and the close of two years of debate over different delivery methods, the B-MAC (multiplexed analog component) system of Scientific-Atlanta and the B-NTSC system of General Instrument.

The standards committee determined unanimously that there was no "compelling evidence" favoring the selection of one format over the other and that both "appeared

generally equivalent" in video performance. The committee, with engineering representatives of the 13 member companies of DBSA, based its findings on a several-month-long study of both the S-A and GI systems conducted last fall at NASA-Lewis Laboratories in Cleveland, as well as a 70-page report on system features including potential for enhancements, tiering and addressability and ancillary services.

Despite the committee's conclusion, a majority of the DBSA board of directors determined that the component format was preferable for what DBSA President Dennis Brownlee of United States Satellite Broadcasting said were "business reasons." Brownlee said the major factor emerging at the DBSA board meetings on Feb. 12 in Washington and in a telephone conference Feb. 13, was the members' belief that the component system had more potential to be developed for use with extended definition television and, ultimately, for high definition.

Neither B-MAC nor GI's B-NTSC system was actually tested for extended definition capabilities nor were any demonstrations

held for DBSA. Brownlee acknowledged, although CBS and S-A have sponsored demonstrations for other organizations. According to James Ennes, USSB counsel, the board's position on the issue was developed out of the features report prepared for the standards committee by Paul Heinerscheid, also of USSB, which based its findings on documentation supplied by S-A and GI.

Supporting the board's filing were Scientific-Atlanta, United States Satellite Broadcasting, CBS, Satellite Television Corp., Alcoa-NEC and the Christian Broadcasting Network. Hughes and RCA Astro Electronics abstained. CBN had voted against the language when it was initially raised, but shifted its position to approve the FCC filing itself.

It is not widely expected the FCC will act to provide the DBS industry with extensively mandated standards, although it did invite comment on technical parameters for DBS systems a year ago. Earlier, in June 1984, an FCC-industry technical advisory committee reported drawing similar conclusions to the DBSA board with a majority favoring a component video format, but did not recommend any specific system. Several secondary parameters were also agreed upon during the committee's year of meetings.

DBSA members apparently hoped the development of a voluntary industry consensus would set the stage for eventual *de facto* standardization. That consensus was not clear, however, following the board's move. When asked if DBSA expected GI and M/A-Com, another developer of B-NTSC technology, to abide by the DBSA board recommendation, USSB counsel Marvin Rosenberg said that "remains to be seen. It's within their bailiwick."

Richard Armstrong, GI vice president, satellite systems, declined to comment on whether or how GI would reconcile the conflicting decisions of the board and the standards committee, but added: "It creates quite a divided problem if the two are in different positions." Armstrong continued, "There wasn't any new information brought into the [board] meeting, absolutely nothing new."

DBSA member Dr. Ron Katznelson, director of new technology at M/A-Com's Video Products Group, commented that the board of directors was actually less representative than the standards committee. All 13 members of DBSA are represented on the standards committee, while only eight have seats on the board of directors. The five members not on the board are General Instrument, M/A-Com, Sony Consumer Electronics Laboratories, DX Communications Inc. and Dolby Labs.

M/A-Com, which has already begun extensive marketing of its B-NTSC C-band satellite transmission system to the cable industry and others, previously had representation on the board and was involved in the formulation of the standards committee test plan but withdrew its B-NTSC system from participation in the tests last summer because of other commitments, said Katznelson.

"It's a little premature to argue what the exact format [for DBS] should be," Katznel-

son said. "There's an evolution of technologies and we feel the marketplace should take its course in deciding the best choice."

Armstrong also agreed it would become a marketplace choice.

On the board decision, Katznelson commented: "It's not a technical issue; it's really a business issue, and today [Feb. 13], perhaps a political issue." Katznelson said that M/A-Com was a "firm supporter of B-NTSC," and gave no reason to believe the company would withdraw its B-NTSC technology from a future DBS marketplace.

Brownlee commented on whether the DBSA had developed a consensus by saying, "It's as much a consensus as we're going to get. . . . A number of companies clearly have made a choice and we believe the choice should be communicated."

A Scientific-Atlanta representative on DBSA did not return two phone calls on the subject, and a CBS spokesman declined to comment, saying that although the organization's connection with DBSA was long-

standing, others were "more involved" in it than CBS.

The DBSA effort to test competing transmission formats has been plagued over the past year by delays and cost overruns. Originally announced to begin last May, the tests actually got under way in late summer, and original cost estimates of \$80,000 had doubled to at least \$160,000, with total spending by participants ballooning to more than \$500,000 by the time the work was completed last fall. DBSA has said it expects to recoup some of the expenses by selling copies of the standards committee report for several thousand dollars apiece.

The organization provided little information on the deliberations during the final days of decision making, and despite the statement of one official that "virtually all" of the proceedings were open to public participation, DBSA officials refused on several occasions to provide a reporter with proposals under consideration by the standards committee and by the board of directors. □

Swanson's goal for ABC Sports: keeping costs under control

Successor to Roone Arledge vows to trim expenses through tough negotiation for sports rights

"It won't be a lot of fun because of the climate we are in," said Dennis Swanson last week, referring to his new assignment as president of ABC Sports. The "climate" he had in mind was the soft sports advertising marketplace at a time when rights fees for major events have been escalating.

Swanson, a burly six-footer and ex-marine, appeared to mean business at a small press gathering in New York last week where he said, "We're dead flat serious about wanting to control costs." He led reporters to believe that the way to do that is by waging a tough battle (and one he will lead) in future negotiations with organizations such as the National Football League and Major League Baseball, as opposed to any wholesale bloodletting in the ABC Sports staff. "We do not have a huge department," said Swanson, who was president of the ABC Owned Television Stations before succeeding Roone Arledge as the head of ABC Sports earlier this month (BROADCASTING, Feb. 3). The departure of Jim Spence, senior vice president, ABC Sports, and a strong number-two executive under Arledge, has left a void that Swanson has under study. "I have some plans to restructure the department," he said last week, "but I have nothing specific to tell you right now."

Reducing the cost of rights is a top priority on Swanson's agenda. "Eighty-two cents of every dollar in costs goes to rights," he said. "That's what we're dealing with." He said



his mandate is to continue to "bring the public the same sort of events they are accustomed to and still make it on the bottom line."

Renewal of the NFL contract, which expires at the end of the 1987 season, will be Swanson's first big negotiation in sports rights. "It will be an extremely difficult negotiation, no question about that," he said. "We will negotiate in a very tough posture." Will NFL rights go down with the next pact? "I'd sure like to think so," was the reply.

One reporter at last week's briefing asked Swanson whether ABC Sports would be prepared to walk away from major sports franchises such as the NFL, if the cost of doing business would result in continued steep annual losses for the division. (ABC Sports reportedly lost more than \$40 million in 1985.) Swanson said that would be a "most extreme" position that the network would prefer not to take. He did not rule it out, however, and noted the very hard line he took in negotiations with the two rating services, Nielsen and Arbitron, when he was the head of the owned TV stations group.

"We worked it out," he said, so that both services' contracts for the group's stations in New York, Los Angeles and Chicago expired at the same time. Then he negotiated with both, outlining a number of problems the stations had with the ratings. "Extreme as it may seem that a station group that size would go without one of the services," said Swanson, "today they subscribe to Nielsen only and not Arbitron."

But he also acknowledged that the job of stemming the sports division's losses is a long-term proposition. It will be "at least a couple of years" before the division is profitable, said Swanson. "Maybe longer. There is no quick fix to this."

Swanson, who turns 48 next month, was appointed head of ABC's owned television group last March. He began his career as a news and sports reporter in 1965 for WMT(AM) Cedar Rapids, Iowa. He moved to WGN-AM-TV Chicago in 1966 as a news producer and in 1968 joined NBC News there as assignment editor and field producer. In 1971 he joined WMAQ-AM-TV Chicago as sportscaster and producer. He joined the now

defunct TVN news service in Chicago in 1974 where he held sports, news and marketing positions. In 1976, he passed up an offer to become a sportscaster in Detroit for WJBK-TV and joined KABC-TV Los Angeles as executive producer of the local newscast, becoming news director in 1977. He became station manager in 1981 and in 1983 moved to WLS-TV Chicago as vice president and general manager, where he remained until being named president of the owned television stations division last March.

Swanson said he was first tipped off that he was being considered for the sports assignment by former ABC President Frederick Pierce the day Pierce resigned (Jan. 6). "He mentioned that I would be contacted by [Capcities/ABC President] Dan Burke," recalled Swanson. That contact was made a couple of days later, when the two "talked about the sports situation," among other things. At a management meeting earlier this month in Phoenix, Swanson was formally offered the sports job, and, "I said yes."

Why Swanson for sports? Capcities/ABC's Burke couldn't be reached for com-

ment last week, but Swanson indicated Burke had conveyed some "positive" expressions concerning his tenure at the owned TV stations division. (No financial breakouts are available yet for the owned stations division's performance in 1985, but the company has said earnings and profits were lower through the first nine months of the year compared to 1984. But that was expected, the company has said, because of increased inventories associated with both the 1984 winter and summer Olympics.) "Sports is not something that is alien or foreign to me," said Swanson, referring to his background as sportscaster and producer.

Much of the burden of rights negotiations in previous years at ABC Sports fell to the now-departed Spence. Swanson said last week he will fill that gap himself, but that in the case of the major rights negotiations, "the Siases, Arledges and Burkes will be involved," at least in the major decisions if not the talks themselves. The key to containing costs, he concluded, is to spend money where it's needed but "not use dollars in an extravagant or unnecessary manner." □

Nielsen takes on BAR in ad audit showdown

Its Monitor-Plus service set for January debut, will compete with Broadcast Advertisers Reports

The battle for control of the commercial monitoring industry has begun in earnest. For 32 years the business has been virtually the private preserve of Broadcast Advertisers Reports (BAR). But now a new service, Monitor-Plus, using a different technology and backed by the resources of A.C. Nielsen and its parent company, Dun & Bradstreet, is posing what most consider to be a serious threat to BAR. Those commenting from the station, advertiser, agency and network client base that pays for the service expect only one of the two competitors to survive.

The monitoring of commercials that appear on network television, cable television, television stations and on radio networks has been delivering roughly \$15 million a year to BAR, according to BROADCASTING estimates.

Information about commercials is used by stations to determine what their share of a particular ad budget is, and to check those results against what the station's rep firm or the agency buyer said the share is. Advertisers use the numbers to see where and how much their competition is advertising. And agencies use BAR reports to make sure that spots that were supposed to have run did run. The outside world at large has conferred on BAR an almost official status as the scorecard for television advertising.

Although Monitor-Plus will not be bringing in revenue until it officially starts, on Jan. 1, 1987, Nielsen has already begun selling the service. Each side's marketing pitches are already being made to advertisers and agencies, which together are responsible for much of the business's revenue. Accord-

ing to several sources, BAR has responded to the Nielsen challenge by trying to lock in customers with long-term contracts at a reduced price.

The score so far appears to be very close. Sam Sotiriou, senior vice president and director of media research for Dancer Fitzgerald Sample, said that agency was going to support Monitor-Plus. A head of research at one of the three broadcast networks said it would likely stay with BAR. Pearl Joseph, senior vice president, communication information and services for Young & Rubicam, said: "We have extended BAR, but we might still sign with Nielsen."

Joseph is among many who said that they think commercial monitoring will improve because of the competition, no matter who comes out on top. And, in fact, BAR has recently made announcements about proposed improvements in its service, which most observers felt were made to match promises already given by Monitor-Plus.



Grady

Recent BAR announcements include:

- Extending its full-time monitoring services (see box) to markets four-through-16. BAR President Gerald L. Grady said the top-16 markets account for half the spot-television dollars.

- Separating barter and syndication commercials, a process begun last month. That allows it not only to produce a barter/syndication advertising report, but satisfies stations' desires to have "clean" numbers on spot advertising.

- Plans to make available more data in a form accessible to the computer systems of BAR's clients.

- Giving more exact time of commercial airing. Combined with more specific ratings information, obtaining ratings for specific commercials will be made easier.

- Establishing by mid-1986 a code number for each commercial in the network TV data base.

Monitor-Plus is selling its services on its perceived advantages. One major difference is that the newcomer plans to monitor all top-75 continental U.S. markets full time. Another advantage Nielsen promises is faster reports, with information about computer-recognized commercials (see box) available the day after airing. Nielsen also hints that the commercial data can be combined with its rating and product purchasing data.

Both sides engage in expected sniping at each other in sales pitches. Grady, in a recent speech at an Advertising Research Foundation conference, said that no "reliable system for automatic monitoring" had yet been developed. The BAR sales pitch questions whether the Monitor-Plus starting date is realistic and also hints that perhaps Nielsen is offering more than is needed. The competition, meanwhile, suggests that BAR has not kept up with the times and says that

stations will be able to get better use from its service because of the quicker turn-around time.

The full-time monitoring promised in markets 17-75 is so far the most visible difference between the two services. Grady told BROADCASTING that monitoring a market only one week out of a month produces results that are not inaccurate, but "incomplete by choice." He suggested that most BAR customers have not wanted to pay the cost required for full-time monitoring in most markets.

Nielsen is counting on customers' willingness to pay just a little more, and when it begins its marketing push among station customers will offer the full-time service at a price about 20% more than what BAR charges for its one-week-a-month service, according to Dwight Cosner, Monitor-Plus's sales manager, broadcasters.

Among those willing to give M-Pa look is Bob McGann, general sales manager of WCCO-TV Minneapolis, who said that one-week-a-month monitoring has faults other than distortion of the numbers, either through omission or inclusion in one-week ad flights: "Our December local market report was taken from the last week of the month, but by Dec. 17 the advertising had been cut in half so the report is of no real value. By the same token, in January they [BAR] monitored the Super Bowl week so that everything was thrown into distortion. Those are some of the real frustrations." In general, the agency executives BROADCASTING talked with said they had little problem with the accuracy of BAR, although station sales managers and reps said there were occasional problems misidentifying spot and local buys.

Still McGann said he did not yet sign a letter of intent with Nielsen, noting that Monitor-Plus was still on-the-come and that

he wanted to see what the finished product would look like, a common response among prospective clients.

The business battle of survival will be tough for BAR. It is not just one of clients and sales—and the pressure is on BAR to lower prices—it is also one of costs. The extension of full monitoring to 13 new markets will alone add about 75% to the data base that BAR must compile, Grady said, although he added that improvements in data-base technology have at the same time lowered some of the company's costs.

Monitor-Plus will not be at a disadvantage regarding costs. Both companies will be paying off a capital investment in new headquarters—BAR's move to a new building in West Chester, Pa., was decided on before Nielsen announced Monitor-Plus early last year. BAR itself was bought by SFN Companies for \$24 million in June 1983, before there was any indication that Nielsen would compete.

Whereas BAR has to use independent contractors to do its taping (see box), Dun & Bradstreet or its subsidiaries have one or more offices in all 75 markets and will likely have the use of office space, and maybe even labor, in most of them.

Furthermore, Monitor-Plus is being sold by the existing Nielsen sales force, which has already-established client contacts developed from selling ratings and other Nielsen products. The result of Nielsen's advantage as the largest research company (and perhaps of Monitor-Plus's use of technology) is that the newcomer service currently plans on an employee force estimated to top out between 100 and 150, compared to BAR's 300 (a number that does not include independent contractors).

The current consensus is that either BAR or Monitor-Plus will not make it beyond a few years. John B. Poor, senior vice presi-

dent, Blair Television, said: "This is not like a ratings service where there are different assumptions. It is more like an audit, and how many people have two auditors? There is no need for two systems and the best system for the money will win."

If one competitor is too many, why would yet a third commercial-monitoring company want to enter the fray? That is precisely what some suggest Scan-America will do a couple of years from now. That "people meter" ratings project now has access to a commercial monitoring technology called Telecount, developed by Time Inc.'s SAMI division, which recently became a partner in Scan-America ("Top of the Week," Jan. 27).

The revenue pie over which these companies will be fighting is not absolutely static. New reports may be developed such as the barter/syndication reports, that will possibly attract new clients, programing companies, for example. Monitor-Plus's Cosner suggested the technology might also have application in new areas, such as music licensing.

The growth of television advertising dollars will itself justify increases in revenue, and the growth of revenue in smaller markets may soon make it feasible to extend commercial monitoring beyond the top 75. That would be a welcome development to sales staffs at stations such as WVII-TV Bangor, Me. (ADI 150), which currently split duties monitoring other stations in the market, according to vice president and general manager, Barbara Cyr.

Grady said "We have talked to people and are sensitive to it. But stations in a smaller market would have a harder time paying for such a service. Maybe something could be worked out where we could monitor less than one week a month. It is an area on which we are trying to find a middle ground." □

The art and science of counting commercials

Industry folklore had it that television commercials have been monitored by "little old ladies" sitting at home watching their sets and sending in their hand-written records. In fact Broadcast Advertisers Reports does use independent contractors who tape-record individual stations at their homes. But the recordings are for the most part audio recordings, and the contractors do nothing else but send the recordings by overnight mail to one of the seven BAR regional offices.

It is BAR's own employees who listen to the tapes and manually enter the required information into a computer data base. That information includes the time that a commercial appears in a show and the station or network where the show appeared. Also detailed are the commercial's length and category of product it advertises, the brand name of the product and the parent company and "agency of record" for the advertiser.

For the networks and the New York, Los Angeles and Chicago markets BAR monitors commercials every day of the year. For the remaining top 75 markets, it monitors one week a month.

BAR also assigns a dollar value to each commercial. That information is collected by an accounting firm from a variety of sources, including the three broadcast networks, buying services and advertising agencies. The accounting firm then pools the results to obtain average unit commercial prices for different

ratings, dayparts and kinds of shows. BAR then will assign the average value to each commercial that has been recorded.

Nielsen's Monitor-Plus will rely on technology to eliminate some of the human labor in the BAR system. The system relies on computer identification of commercials as they are broadcast. The mechanism for identifying the commercials is digital information from the commercial's video signal, taken at three-second intervals, providing each commercial with a sort of fingerprint that Nielsen calls a "reference signature."

The main computer at Monitor-Plus's Wilton, Conn., headquarters will have a library containing any commercial—local, spot or network—that has run at least once. When a commercial is broadcast again, the computer will match the signature with the one already in the data base, thereby making the identification.

Dwight Cosner, director of sales, broadcasters, for Monitor-Plus, said he expects that at least 80% to 90% of all commercials at the local market level will be identified by the computer and the ratio for national advertising would be above 90%. Monitor-Plus will also make recordings (videotape), both as a back-up in case of computer failure and to pick out those new commercials for which the computer could not find a match. The tapes will be sent overnight to Wilton. Monitor-Plus will arrive at dollar values for each commercial in essentially the same manner as BAR.

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You belong in Broadcasting



Ampex's composite cart machine the talk of SMPTE

Other hot topics at Chicago include digital tape, 8 mm, stereo TV sound

The annual winter television conference of the Society of Motion Picture and Television Engineers may be a small show—about 500 of the industry's top engineers attended—but, as the 20th annual meeting at Chicago's Marriott hotel on Feb. 7-8 made apparent once again, it is one of television engineering's most essential, effective gatherings, exploring a range of the medium's most pressing concerns.

This year included the standards success story represented by component digital videotape recording, along with the debate engendered by the planned introduction of a nonstandard digital composite cart machine, as well as small-format video developments and advances in multichannel television sound.

A 30-company equipment show was also held, although it drew generally light traffic compared to the heavily attended technical sessions and was largely limited to exhibits of existing commercial products, rather than more experimentally oriented technology displays.

All Eyes On Ampex

Several major broadcast organizations in the U.S. and Canada are expressing increased acceptance of equipment manufacturer Ampex's controversial move to develop a non-standardized digital video spot player, although dissent evoked by the recent

announcement of the system is still continuing in Europe and other countries where members of the international technical community worked for several years to develop a different and now nearly finalized digital videotape recording standard.

The topic was a major, although unofficial, source of discussion at the conference ("In Brief," Feb. 10), while the dominant subject of the meeting's more than two dozen technical papers was the standardized "D-1" digital component videotape format itself.

According to sources, European broadcasters, as well as CBS in the U.S., remain deeply concerned that the introduction of a second, nonstandard digital video format will delay advances of the standard system or render costs unacceptably high, since development expenses might no longer be spread across world markets. Sources also argue the Ampex move is in contradiction to international agreements on the technology reached in 1982 and in 1985 after long negotiation, since the proposed Ampex system is designed with a composite digital recording scheme rather than standardized component digital encoding methods, although it does use a transport nearly identical to the standard system, as well as identical videotape and tape cassette.

The question of digital video recording standards arose early at the conference at a Feb. 6 press briefing with SMPTE President Harold Eady of Novo Communications and other society executives. Eady, referring to

conversations held with Ampex earlier that week, said the company claimed it remained a "strong supporter" of equipment standardization and emphasized that the nonstandard spot player has a high level of commonality with the standard.

Ampex also stressed to Eady it would be an active participant in a standards effort in which manufacturers, users and standardization groups would consider standards based on other than the world component digital standard, commonly called the "4:2:2" system for recommendation 601, which, unlike composite encoding methods, separates the television signal into separate luminance (monochrome) and two chrominance (color) signals, with luminance sampling at 13.5 mhz per second and chrominance sampling at 6.75 mhz per second.

The possibility of a composite standard had apparently been considered early in the 1980's during talks on the digital television tape recorder, but was set aside after countries using the component-based SECAM television system stressed their overriding interest in developing component system standards. Renewed standardization activity for a composite digital format is not expected any time soon, at least not until after market reaction to the system is gauged at the National Association of Broadcasters equipment exhibition in Dallas in April.

In the only extended public presentation on the matter at the conference, NBC's views on the digital video format debate were made clear at a luncheon Feb. 7. Guest

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		Rating	Share	Increase*
KTTV	Three's Company / Too Close for Comfort	12	21	+20%
KTLA	MATT HOUSTON	9	15	+60%
KABC	News	8	14	+13%
KCOP	Different Strokes/Jeopardy	8	14	+13%
KNBC	News	8	13	+14%
KCBS	News	7	12	Unchanged
KHJ	Police Story	4	7	-50%

Source: Los Angeles Nielsen (NSI) Daily Ratings, first three weeks in January (1/6-1/24/86), before the space shuttle catastrophe in the fourth week of January.

*Rating difference, 6-7PM, M-F time period November 1985 to November 1984 NSI reports.

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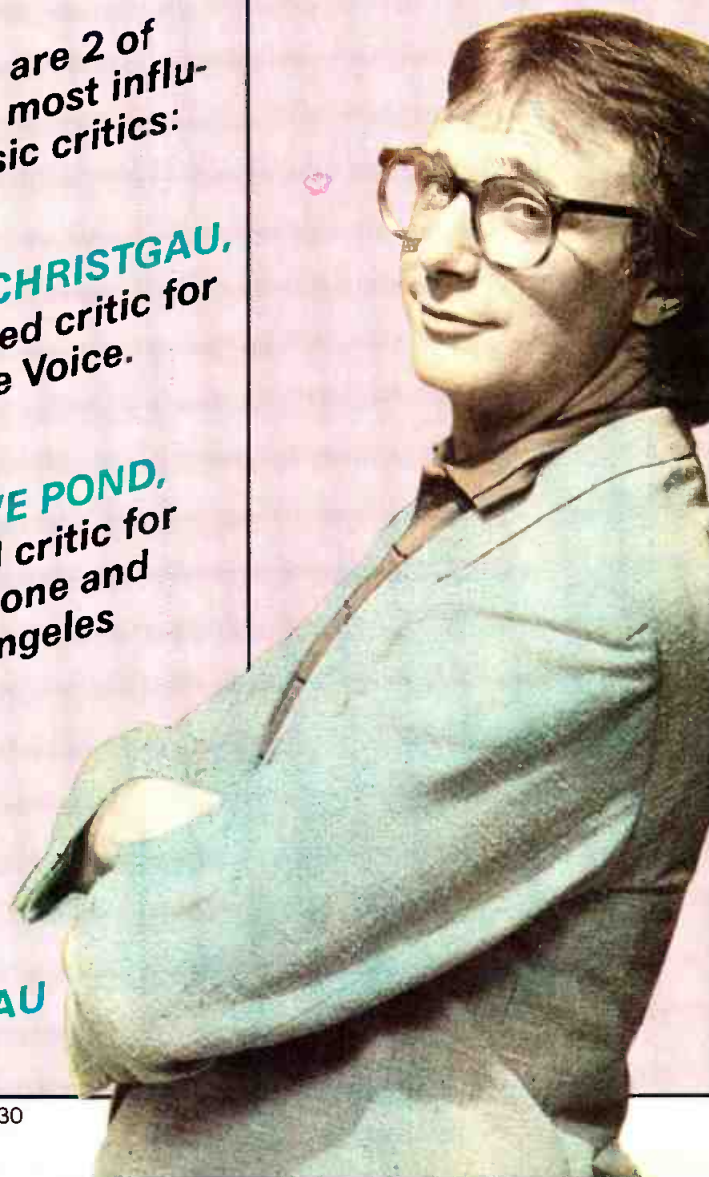
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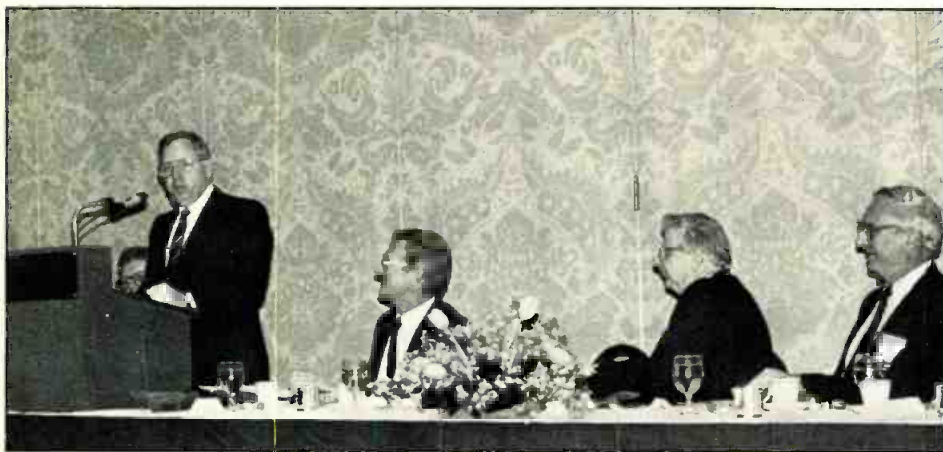
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Lunch meet. Michael Sherlock, NBC executive vice president, operations and technical services (at podium), presents his network's views on digital videotape standards during a Friday, Feb. 7 luncheon. Among the SMPTE executives at the head table are (l-r): SMPTE President Harold Eady of Novo Communications; Richard Streeter, CBS engineering vice president, Sherwin Becker of Allied Film Lab.

tried to satisfy our requests while keeping us informed of the trade-offs which so often are involved in this type of work. The users, for their part, spent many hours discussing key requirements. An overall sense of restraint usually prevailed, but the users did not back off from what they knew would be difficult requests if the requirement was considered important enough."

Nicholls pointed out that the resulting machine was capable of producing 10th generation pictures with no perceptible degradation to either video or audio, and would suffer

only a minimal loss after 20 generations.

The audio portion of the DTTR signal system received its due, with Davies of the CBC, during his presentation on Feb. 8, calling it "more elegant" than most digital audio recorders now in use, and others commenting that its quality exceeded that of compact audio disks. The high reliability expected of the system was also discussed, with Rolf Hedtke of Bosch and others outlining how measurement methods and diagnostic requirements for the DTTR differed from current analog techniques.

John Baldwin of England's Independent Broadcasting Authority, in his Feb. 7 background talk, reviewed some of the historical landmarks in the development of the DTTR, such as early efforts in the 1970's that culminated in experimental demonstrations in 1977 and 1979 and agreements to work with Bosch, and then Sony, Ampex and NHK in continuously improved designs.

Also discussed during a Feb. 8 DTTR panel were concerns among some in the audience that the machine as designed was overly sophisticated and might be too costly for widespread use. John Watney of Ampex commented that the complexity of the system was "overrated," and Dickens defended the high number of generations the system was capable of producing by noting that although pictures may only go through five or six generations during production, rerecordings from the master to air could easily add another five to 10 generations.

On system cost, Davies explained that while the DTTR's capital cost may be higher than that of Type C one-inch machines, the system would prove cost-effective because of its ability to ease the production process and costs and reduce VTR maintenance.

The review of a new small format VTR using 8 mm videotape highlighted the session covering new developments in video recording for small formats and high-definition television which closed the show Feb. 8. The presentation, by Minoru Inatsu, general manager of Hitachi Denshi's video systems planning and promotion division, outlined a system first introduced by the

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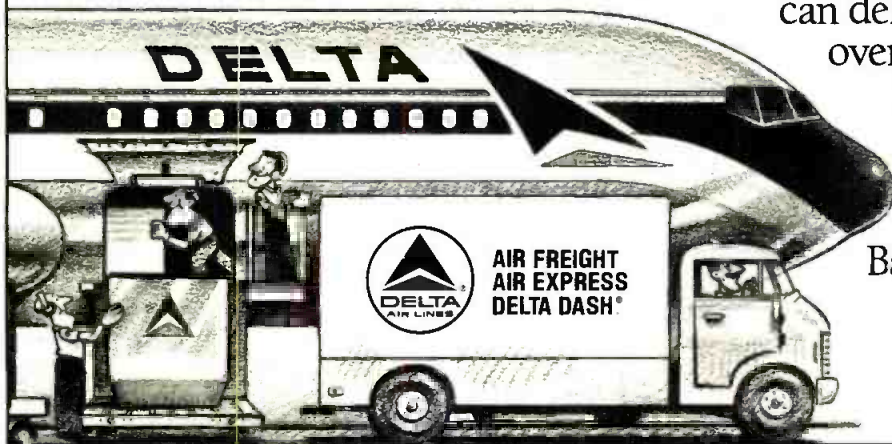
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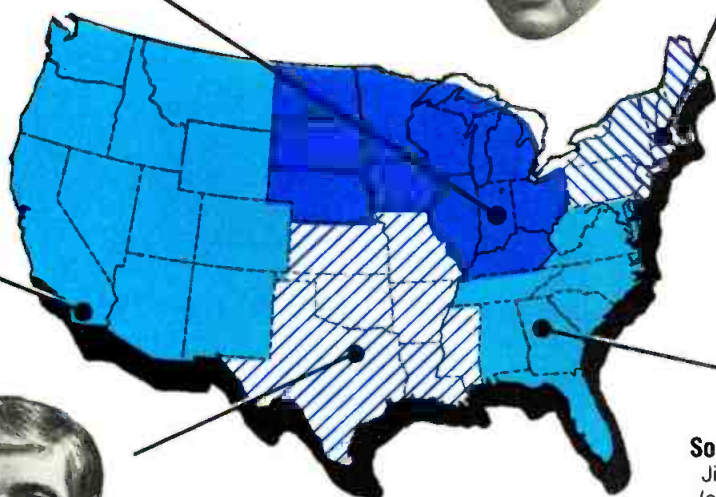
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Satellite Footprints

For rent. There are still four transponders (two protected, two preemptible) available on RCA Americom's 16-transponder Satcom K-2 satellite, which became fully operational in mid-January. The transponders went back on the market after NBC and Hubbard Broadcasting each gave up options on two. NBC still has six transponders on the bird and is shifting the bulk of its network traffic to them from SBS III. Hubbard still has two, which will be used by Conus Communications, an SNG consortium founded by Hubbard, and USTV, Hubbard's program distribution service. Kurt Thoss, vice president, video and audio services, RCA Americom, seemed confident about finding new customers for the slots. Several entities, including ABC and CBS, have expressed interest in them, he said.

What about the other four transponders on the bird? AT&T has two slots, which it plans to use for a new private network service for corporations. It's entered into an agreement with Harris Corp. to help design the service and to supply the necessary hardware. According to one source, AT&T is eyeing two of the transponders freed up by NBC and Hubbard. RCA has set aside two transponders for the distribution of syndicated programming and SNG, which it is making available for lease on an occasional-use basis. So far, Thoss said, RCA has two customers: the United States Football League and the Independent Network News's INDX news feed. The price of RCA's syndication/SNG time: between \$282 and \$494 an hour, depending on the length of the contract.

The ground segment makes the difference. What makes Satcom K-2 so attractive to broadcast users is that RCA is giving away a Ku-band earth station to every television station that wants one and promises to keep it pointed at Satcom K-2. So far, 661 stations have signed up for the free dishes and, according to Thoss, "well over half" are already installed.

Not so fast. Some home satellite equipment manufacturers are trying to sell home Ku-band earth stations by pointing to the programming that will be on Ku-band satellites. But anyone buying a dish to receive the programming on Satcom K-2 may be sorely disappointed. NBC plans to scramble all of its feeds on the bird using a proprietary system it now has under development, and Conus wants to scramble its regular news feeds and services, including Conus Washington Direct. Conus is close to making a deal with Scientific-Atlanta for its B-MAC scrambling system, according to Hubbard's Paul Heinerscheid. "We have not formally decided to go ahead with B-MAC," he said, "but there is little doubt that that is what we intend to do." Hubbard may make use of the extra digital channels of the B-MAC signal format to provide one-way data distribution services, he added.

Meanwhile, over on Satcom K-1. HBO has tentatively leased four transponders on RCA Americom Satcom K-1, another 16-transponder Ku-band bird that was launched last month and is expected to become operational next month. HBO's lease agreement is part of an agreement between Time Inc., HBO's parent, and RCA Corp. to form a joint venture to build and launch Satcom K-3 in 1988 or 1989 and sell its transponders to other cable programmers. Under the joint venture, HBO would acquire four transponders on Satcom K-3 and would use Satcom K-1 while waiting for Satcom K-3 to fly. When the joint venture becomes final so will HBO's lease on Satcom K-1. Assuming all goes well with the joint venture and the satellite, which is now being checked out by RCA, said Ed Horowitz, senior vice president, technology and operations, HBO will begin bouncing four signals off the bird next month: the eastern and western feeds of HBO; the eastern feed of Cinemax, and Festival, HBO's new family-oriented pay movie service. HBO plans to scramble all the feeds with the same system it uses to scramble its C-band feeds, M/A-Com's Videocipher II.

What's the point? Although RCA's Ku-band satellites are suitable for direct-to-home satellite broadcasting, HBO says it will not use them for that purpose. HBO is moving to the Ku-band birds and believes others should follow because they are superior to C-band satellites—and are the logical next step in satellite distribution. Ac-

cording to Horowitz, HBO is planning to use Satcom K-1 on an interim basis to allow for a gradual shift from C-band to Ku-band distribution by the cable industry and to provide a backup to its C-band feeds. What's more, he said, the Ku-band feeds, less susceptible than C-band to terrestrial interference, will make it easier for HBO to serve SMATV affiliates in urban areas.

Non-U.S. DBS. Although high-power satellite broadcasting or DBS hasn't been able to get off the ground in the U.S., it seems to be making some headway overseas. The Japanese, specifically the NHK broadcast network and the National Space Development Agency, launched their second DBS satellite last Wednesday (Feb. 12) from the NSDA's pad on the Japanese island of Tanegashima. The Japanese hope the four-transponder BS-2B has better luck than its predecessor, BS-2A. Two of the three transponders on BS-2A failed shortly after its launch in 1984. NHK plans to use BS-2B to broadcast programming throughout the Japanese archipelago. TeleDiffusion de France, meanwhile, is preparing to launch its four-transponder DBS satellite, TDF-1, late this year or early next. TeleDiffusion is leasing the transponders to various programmers (BROADCASTING, Feb. 10.) It's planning to launch TDF-2 in 1988.

Shuttle still stalled. In wake of the space shuttle Challenger disaster three weeks ago, which is the subject of intensive investigation by a presidential commission, NASA has formally canceled the next three shuttle flights. The impact on the rest of the schedule is unknown, but will undoubtedly be severe given the nature of the disaster and the loss of one of only four shuttles.

Arianespace ready to go. Arianespace, NASA's competitor in the satellite launching business, hopes to resume its schedule with the launch of scientific satellites for France and Sweden aboard an Ariane 1 rocket this Friday, Feb. 21, and the launch of GTE Spacenet's GSTAR II along with a Brazilian communications satellite aboard an Ariane 3 rocket on March 12. Arianespace's schedule was disrupted last September when an Ariane went off course shortly after launch, forcing Arianespace to destroy the rocket and its cargo of two communications satellites (GTE's Spacenet III and the European ECS-3). The launch of the scientific satellites had originally been rescheduled for mid-January, but technical problems forced another month's delay.

GTE's becoming service-oriented. Assuming all goes well with the March 12 launch, GTE will use GSTAR II, the second of three 16-transponder Ku-band satellites, to expand its service offerings, principally the Skystar Data Network, a private network service, and News Express, a satellite news gathering service. GSTAR I is already in orbit and in operation; GSTAR III was supposed to be launched next November aboard a shuttle.

Its very own television network. On March 18, ComputerLand Corp., a major retailer of personal computers, will begin a 12-week trial of a private satellite television network linking 20 ComputerLand stores in the U.S. and Canada. ComputerLand will use the network, which is being built by Videostar Connections Inc. of Atlanta, for intercorporate communications, training sales representatives and service technicians, distributing promotional materials and presenting seminars for ComputerLand customers. If all goes well, Videostar will expand the network to encompass more than 650 stores.

Star power. A satellite trade show sponsored by the University of Mississippi Center For Telecommunications and some satellite trade magazines has landed a keynote speaker that would make organizers of any convention envious. Satellite Opportunities Expo, scheduled for April 6-8 in Nashville's Opryland hotel, will feature White House spokesman Larry Speakes, who is an alumnus of Ole Miss and a director of its Center For Telecommunications. The show's promotional material also boasts that another Ole Miss alumnus will speak: National Association of Broadcasters President Eddie Fritts. According to Ed Meek, the publisher of the sponsoring magazines, *Ku-World* and *Satellite Opportunities*, the show will try to establish a nexus between the home satellite and private satellite industries. Between 5,000 and 8,000 people are expected, he said.

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inch ENG camcorder system (withdrawn from the U.S. market following the collapse of format standardization talks within a SMPTE standards group), including use of metal tape and heads and a compressed time-division multiplexed recording system with a luminance track and two compressed color difference signals in a second video track.

A new tape transport system, new head drum and other mechanical systems were developed for the format, which, with a signal-to-noise ratio of 48 db, shows more than 2 db improvement over the quarter-inch system. The overall system includes a camera-recorder, portable playback unit with time-base corrector, battery-operated field edit controller and studio recorder-editor. Record time on cassettes is currently limited to 11 minutes, but is expected to increase to 14-15 minutes with further development of the system.

Inatsu told BROADCASTING the first deliveries of the units are set to begin in March and will go to Japanese broadcaster NTV, which already is using several of the systems.

Multichannel television sound was also on the agenda for the TV conference, with a half-dozen papers and a panel opening the show on Feb. 7. Included was an overview of the BTSC MTS system standard, audio companding techniques used for the system, SAP transmission, production techniques and audio processing.

Lead speaker Carl Eilers of Zenith Electronic Corp. observed that the U.S. marketplace for stereo is now "exploding," with

250 broadcast stations "equipped" for MTS [more than 150 are known to already be on the air with the service] and almost half of all top end television receivers MTS-equipped.

Speakers at the panel, however, pointed out some of the concerns facing production and broadcast facilities as they move to provide MTS. Steven Sarafian of Sony Broadcast, for instance, noted the increased audio demands on one-inch Type C VTR's and mentioned some of the potential advancements to be used, such as optimizing audio heads for stereo phase accuracy and using on-board noise reduction units. Also discussed were the complexities facing producers who must mix the audio portion of programs taking into consideration the different audio requirements and capabilities of diverse stereo delivery mediums, such as cable and broadcast TV.

Exhibit Floor Who, What And Wares

This year's equipment exhibit, with 47 booths covering 9,000 square feet of hall space at the Marriott, saw only light to moderate traffic, in part because most of the 30 companies present displayed more standard fare than is usual for the conference's advanced technology emphasis.

Signal processing and digital effects systems were prominent on the floor, with Grass Valley Group putting its new stand-alone Kaleidoscope effects system on public display for the first time (it was shown as part of a larger switcher at SMPTE's annual

convention last fall), Ampex drawing attention to its new Zeus video processor and Quantel putting its Paint Box and Cypher systems on display with the Harry digital cel recorder, shown with digital chroma key.

NEC had on hand its DVE 10 digital effects unit (as well as its SP-3A CCD camera), Harris was showing its Iris still store system, and paint systems were also displayed by Colorgraphics and Artronics.

Audio products at the exhibit included a new compact audio-for-video tape synchronizer from Adams-Smith, a demonstration of an experimental time compression system under development by Lexicon and a stereo audio synthesizer from Kintek. Also attracting attention was a digital music system with 32-track digital memory recorder called Synclavier, made by New England Digital of White River Junction, Vt.

Videotape recording equipment was shown by Panasonic, which had its MII half-inch studio VTR, and by JVC, with its three-quarter-inch CR-850U U-matic VTR.

In other news at the show, SMPTE announced that Stanley Baron of NBC had been made SMPTE engineering director, television, under engineering vice-president Richard Streeter of CBS. Baron currently chairs the SMPTE working group on digital video standards. He joined NBC last year from Thomson-CSF.

SMPTE also announced plans to move its administrative headquarters from Scarsdale, N.Y., to a new building it owns in White Plains, N.Y. The headquarters staff of 28 will make the move this spring. □

Programing

More entertainment for 'Entertainment Tonight'

Producers are changing spin on show, emphasizing general news aspects and moving away from trade-insider slant

Paramount is making over its *Entertainment Tonight* to broaden the show's appeal and help pull it out of a ratings slump that began at the beginning of this season.

E.T. producers have instituted a number of changes in the show's format recently, moving it away from the show-business, trade-oriented emphasis that has dominated it for the past several years. Instead, Paramount executives say, *E.T.* will be brought into the "mainstream" by concentrating on general entertainment news targeted to a consumer's perspective.

The changes come at a time when *E.T.* has been unable to escape the spotlight of publicity resulting from its being bumped by WABC-TV New York from the station's fall access schedule in favor of Orion Television's *Hollywood Squares*. *E.T.* also will move from NBC-owned WMAQ-TV Chicago to independent WFLD-TV there because NBC executives were dissatisfied with the show's performance last fall.



ET's Mary Hart and Robb Weller

But Paramount executives say that *E.T.* is basically in good health and only requires a tune-up before going into its sixth first-run season next fall. Similarly, Group W adjusted the format of *PM Magazine* last year on the eve of its 10th season because the show had been dropped in several markets and its popularity perceived to be waning.

Paramount hired news consultant Frank Magid to evaluate what viewers thought of the show and what they wanted to see on

E.T. "We're basically trying to figure out how to program the show through the viewer's eye," said Frank Kelly, senior vice president of Paramount Domestic Television Distribution.

In syndication, a consensus among programmers can have a snowballing effect and word of mouth can often have as much impact as a truckload of ratings books. "There is a perception that *E.T.* is trending downwards," said Dick Kurlander, director of programming at Petry Television, "and that in itself can be harmful."

But it may be more than a perception. There is some solid evidence that *E.T.* has slipped in the ratings lately, although the most recent national ratings show an upswing in viewer levels. According to Nielsen's February Cassandra report on syndicated programs, *E.T.* averaged an 8.4 rating on 141 stations, down three-tenths of a rating point from the year before—not an erosion to send shockwaves through the syndication community. However, among women 18-49, *E.T.* slipped one rating point to a 5.7 rating. And in 53 markets among the 141 in which *E.T.* was carried during the Novem-

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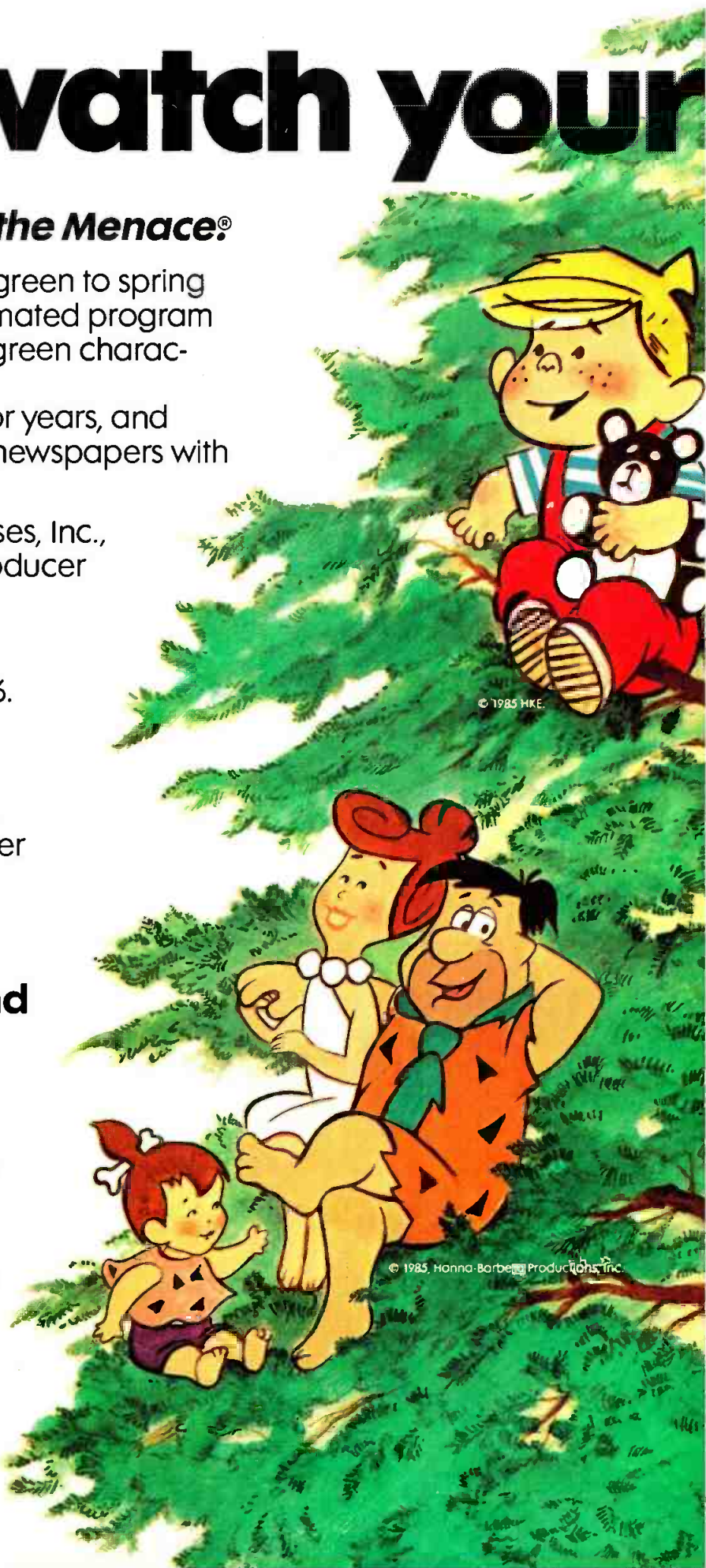
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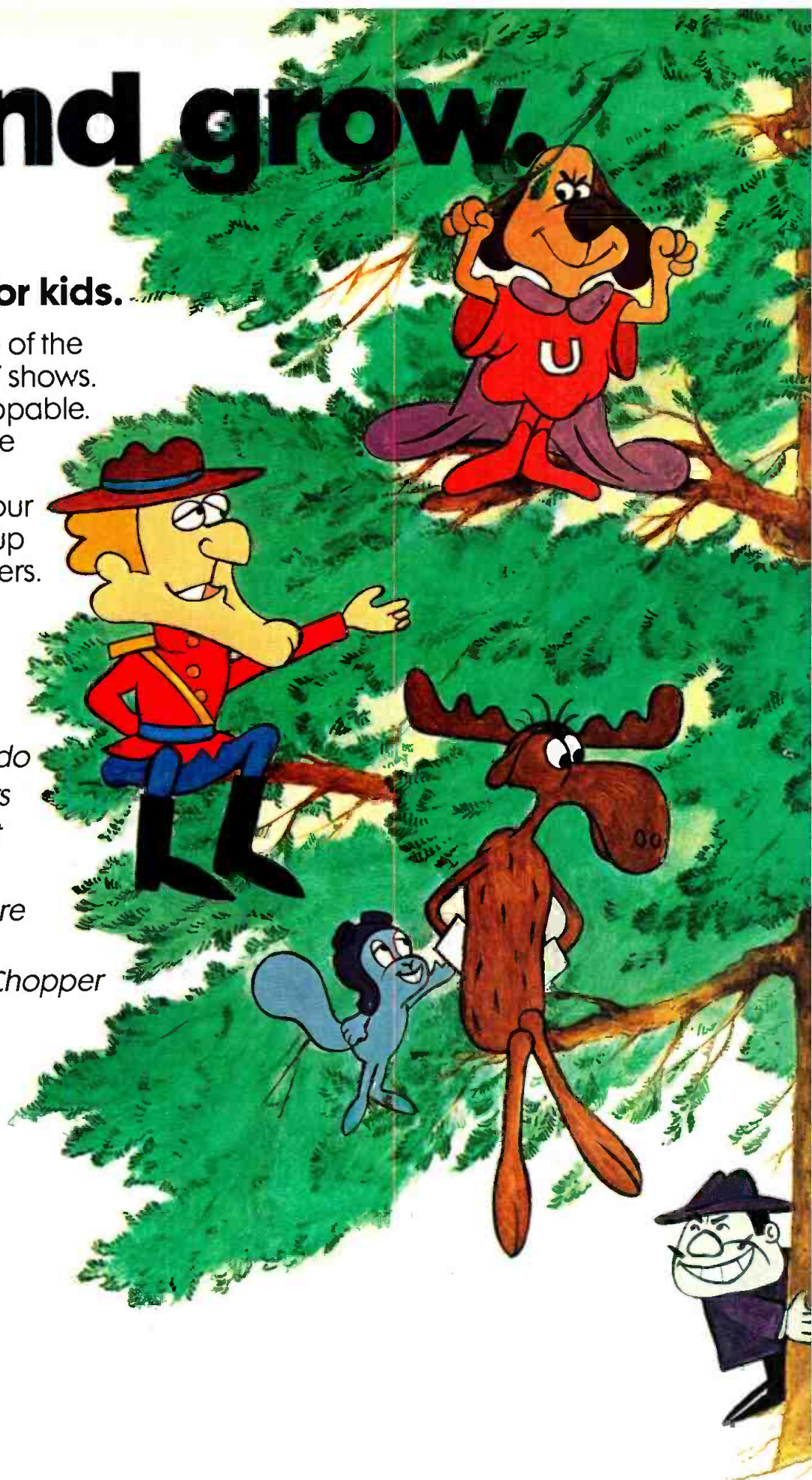


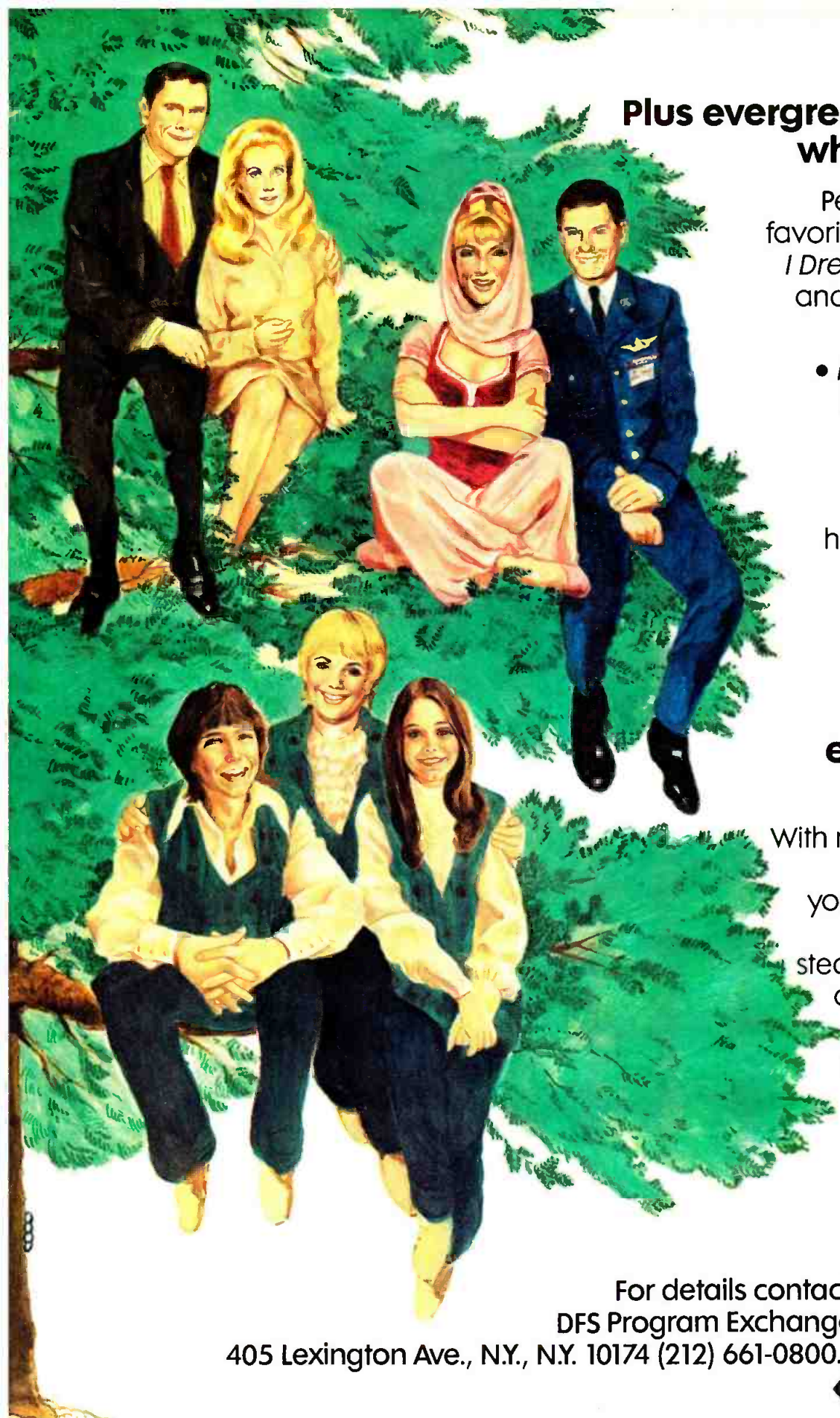
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ber sweeps, ratings were lower than in the year-earlier period. *E.T.* is carried in access by about two thirds of its station line up.

Kelly and other Paramount executives said the general consensus was that *E.T.* had become too trade-oriented by disproportionately reporting entertainment industry stories as if they were reported by a trade publication instead of a consumer publication. The result was a show produced by insiders for insiders but with limited appeal to the general public. "The heavy industry inside stuff was of low interest," Kelly explained, "When you get right down to it, the news of the entertainment world is relatively narrow."

Among the changes *E.T.* producers are making are cutting back on the use of trade

jargon—translating network ratings into households rather than rating points, for example—and adding a critic to review home videos.

E.T. will continue to report trade news, Kelly said, "but only as it affects the viewer. If somebody resigns from a network, that in itself is not big news for the viewers. But if that move means their favorite show is no longer going to be on TV or the fourth 'Star Wars' is not going to be made, then it makes sense" to report it.

Kelly said *E.T.* would not become a collection of soft celebrity interviews, but he did stress that celebrities were one of the top drawing cards of the show and that stories about them would not diminish. He said the show opened a London bureau (with one

correspondent and one "booker" who arranges interviews) in part because *E.T.* could interview celebrities against a background other than a studio back lot.

E.T. producer Jack Reilly said that ratings were a factor in revamping the show. "Our audience was static and not building," he said: "We needed to attract new viewers." Another motivating factor, he admitted, was the "kick in the pants from WABC-TV."

(WABC-TV vice president and general manager Bill Fyffe said that he did not renew *E.T.* because it was "the fourth show in its time period." Despite a respectable second-place finish in women demographics, Fyffe said, more households were needed to boost WABC-TV's lead-in to prime time. However, last week Fyffe sounded as though he had not completely shut the door on *E.T.*: "I might talk with them if they fix up the show," he said. "It's a good show that got soft.")

Paramount executives trace *E.T.*'s lower ratings to two factors. The first is the increase in *E.T.*-like programming on the local level (local newscasts with heavy diets of entertainment news and a greater portion on the networks' early morning news and information programs) which fragment the audience. The second is that *E.T.*, which is principally an access show, has stiffer competition now from *Wheel of Fortune* than it had two years ago from *Family Feud* or *PM Magazine*.

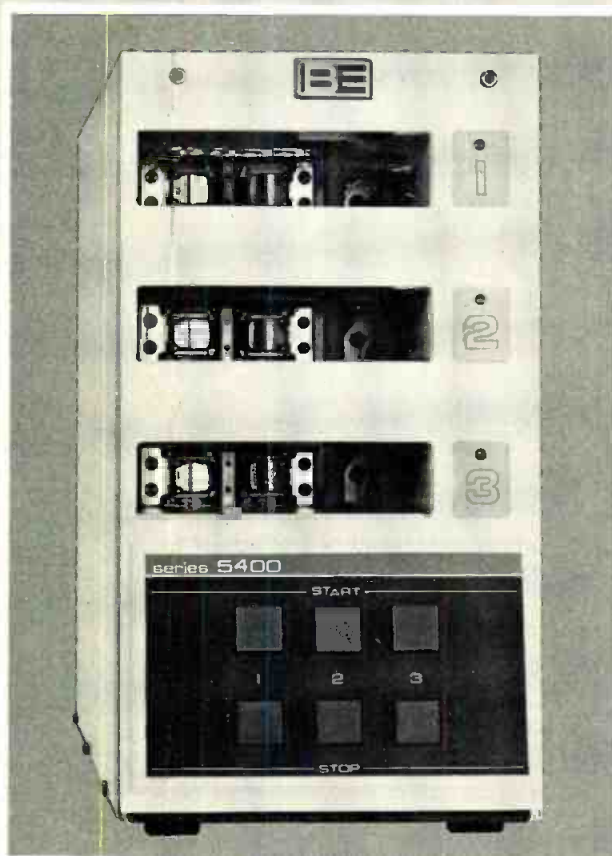
But Paramount executives see the changes being made as adjustments to a still-strong offering, and profess they are baffled by all the speculation on *E.T.*'s purported troubles. Lucie Salhany, president of Paramount Television Domestic Distribution, pointed out that *E.T.*'s NTI during January was a 9.5 rating, compared to an 8.4 in December. She also said that the show has had a history of shuttling between independents and affiliates in New York and Los Angeles without any adverse long-term affect on the ratings. Outside New York and Chicago, *E.T.* has been renewed in the top 10 markets on all its incumbent stations. "Why people are making this much about a change in New York is beyond me," she said. Since *E.T.* went on the air five years ago, producer Reilly pointed out, it has been on WOR-TV, then WPIX(TV), then back to WOR-TV, before switching to WABC-TV.

E.T. found itself reported on instead of reporting when it became public that Dixie Whately, one of *E.T.*'s New York-based correspondents, would not renew her contract, which expires the second week of March. Kelly and Reilly said Whately's departure was not tied to any changes being instituted in the show's form. Scott Osborn, a former NBC News correspondent who joined *E.T.* a couple of years ago, is being reassigned from Los Angeles to New York.

Whether Paramount's new focus on a consumer-oriented view of entertainment business lifts *E.T.*'s ratings remains to be seen. Paramount executives said the format can be fine tuned every couple of years to account for the audience's changing tastes. "I may sound naive," said Kelly, "but I think this show can last forever." In a business where forever is often the next sweeps period, optimism may be the best defense. □

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"Sins" wins for CBS; NBC leads sweeps

On the strength of the mini-series *Sins*, CBS took its fifth victory of the season during the week of Feb. 3-9. CBS did it with an 18.3 average rating and a 28 average share. NBC had a 17.7/27 and ABC a 14.5/22.

But *Sins* could not push CBS into the lead in the February sweeps, where NBC remains ahead. NBC has 18.2/28 in the Nielsen ratings period through Feb. 9 (beginning Jan. 30) to CBS's 18.1/28 and ABC's 13.9/21.

The seven-hour (three nights) *Sins* came in as the season's third-ranked mini-series, scoring a 20.6/31, and the 38th-ranked mini-series of all time. *Peter the Great* on NBC-TV scored a 17.7/27, the lowest-ranked mini-series of the season.

CBS also won the week's other night of programming, which was loaded up for the sweeps (Sunday) with the seventh-ranked *CBS Sunday Night Movie*, "Child's Cry" (22.7/33). The film joined its lead-ins, *60 Minutes* (25.2/38) and *Murder, She Wrote*, in the week's top 10.

Sins gave CBS nightly wins on Monday and Tuesday. CBS also won on Friday and Sunday. NBC won Wednesday, Thursday and Saturday.

Despite ABC-TV's third-place finish, three of its shows achieved season-to-date ratings highs. From 8 to 8:30 on Friday, the 19th-ranked *Webster* scored an 18.4/29; from 8:30 to 9 that night, *Mr. Belvedere* had a 17.2/27, and from 8 to 9 on Monday, *Hardcastle and McCormick* had a 16.1/23.

■ In addition to *Sins*, CBS's Monday win was helped by strong ratings from *Kate and Allie* (21.5/32), from 8 to 8:30, and *Newhart* (21.7/31), from 8:30 to 9. In their first hour opposite each other (9-10 p.m.), *Sins* beat *Peter the Great* by four rating points; during the second hour it won by 4.7 rating points.

■ Following the President's State of the Union address on Tuesday, part three of *Sins* (20.6/32) beat *Peter the Great* by 3.9 ratings points during its first hour, and 3.7 rating points during its second hour.

■ *Highway to Heaven* (22.8/35), more so than *Peter the Great* (17.4/27), helped NBC to victory on Wednesday. On ABC, the 15th-ranked *Dynasty* (20.2/30) and the 20th-ranked *Hotel* won from 9 to 11.

■ NBC's Thursday victory included four of the week's top 10, from 8 to 10 p.m. From 10 to 11, *Knot's Landing* (19.9/32) on CBS was the week's 16th-ranked program. NBC's *Hill Street Blues* was four points off the pace, and second in the time period with a 15.9/26.

■ CBS's Dallas-powered Friday schedule also received help at 10 to 11 with a strong performance from *Falcon Crest* (18/30). NBC's *Miami Vice* ranked 17th with a 19.5/33 at 10.

■ NBC's Saturday comedy block won from 8 to 10, including the 12th-ranked *Golden Girls* (21.5/34) and the 18th-ranked *227* (19.4/31). A two-hour *Love Boat* on ABC scored a 12.6/25 from 9 to 10 but increased its rating to 16.8/29 from 10 to 11.

■ *The NBC Sunday Night Movie*, "Under Siege," ranked third from 8 to 9 and second from 9 to 11. From 7 to 9 on ABC, *The Disney Sunday Movie* had a 15.2/22. Following it from 9 to 11, part one of "Harem," on the *ABC Sunday Night Movie*, received a 16.9/25.

Rank □ Show □ Network □ Rating/Share

1.	The Cosby Show	NBC	35.4/51
2.	Family Ties	NBC	32.4/48
3.	Murder, She Wrote	CBS	25.9/35
4.	60 Minutes	CBS	25.2/38
5.	Cheers	NBC	24.7/35
6.	Highway to Heaven	NBC	22.8/35
7.	Child's Cry	CBS	22.7/33
8.	Dallas	CBS	22.2/34
9.	Sins, pt. 2	CBS	21.9/32
10.	Night Court	NBC	21.7/32
11.	Newhart	CBS	21.7/31
12.	Golden Girls	NBC	21.5/34
13.	Kate & Allie	CBS	21.5/32
14.	Sins, pt. 3	CBS	20.6/32
15.	Dynasty	ABC	20.2/30
16.	Knots Landing	CBS	19.9/32
17.	Miami Vice	NBC	19.5/33
18.	227	NBC	19.4/31
19.	Webster	ABC	18.4/29
20.	Hotel	ABC	18.2/30
21.	Falcon Crest	CBS	18.0/30
22.	Facts of Life	NBC	17.6/29
23.	Peter the Great, pt. 2	NBC	17.6/28
24.	Simon & Simon	CBS	17.5/25
25.	Peter the Great, pt. 4	NBC	17.4/27
26.	Mr. Belvedere	ABC	17.2/27
27.	Under Siege	NBC	17.2/24
28.	Harem, pt. 1	ABC	16.9/25
29.	Peter the Great, pt. 3	NBC	16.8/26
30.	Hardcastle & McCormick	ABC	16.1/23
31.	Hill Street Blues	NBC	15.9/26

Rank □ Show □ Network □ Rating/Share

32.	The Gladiator	ABC	15.9/24
33.	Time Flyer	ABC	15.5/22
34.	Gimme a Break	NBC	15.4/26
35.	Crazy Like a Fox	CBS	15.3/23
36.	MacGyver	ABC	15.2/23
37.	Dynasty II: The Colbys	ABC	15.0/22
38.	20/20	ABC	14.8/24
39.	Love Boat	ABC	14.7/24
40.	Twilight Zone	CBS	14.7/23
41.	Hunter	NBC	14.6/25
42.	TV Bloopers & Prac. Jokes	NBC	14.6/21
43.	Magnum, P.I.	CBS	13.9/20
44.	Knight Rider	NBC	13.7/21
45.	Airwolf	CBS	13.4/22
46.	Moonlighting	ABC	13.1/19
47.	Blade Runner	CBS	12.3/21
48.	Equalizer	CBS	11.9/20
49.	Different Strokes	ABC	11.6/18
50.	Mary	CBS	11.5/18
51.	Misfits of Science	NBC	11.4/18
52.	Foley Square	CBS	11.3/17
53.	Spencer: For Hire	ABC	11.1/19
54.	Silver Spoons	NBC	11.0/16
55.	Redd Foxx Show	ABC	10.5/18
56.	Benson	ABC	10.1/17
57.	He's the Mayor	ABC	9.2/14
58.	Punky Brewster	NBC	8.6/13
59.	Ripley's Believe It Or Not	ABC	7.9/11
60.	Fall Guy	ABC	7.8/13

*Indicates premiere episode

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market, the
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time periods!

#1 WJLA-TV
WASHINGTON, D.C.
Monday-Friday 4:00 PM SH
WJLA...\$1,000,000 8.6 23
WDVM...Hour Mag...8.1 21
WTTG...He-Man...6.4 16
WRC...Hart-Hart...6.2 16
WDCA...Gobots...3.6 9
CHANCE UP 28% OVER NOV 85!

Source: ARB

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WWDC-FM in deep grease over Greaseman's joke

Controversial morning man's joke on Martin Luther King's birthday results in canceled advertising, editorial, apologies and protests

Album-rocker WWDC-FM Washington has been thrust into the media spotlight over controversial comments about killing blacks that the station's morning personality, Doug (the Greaseman) Tracht, made Jan. 20, the first national holiday commemorating Dr. Martin Luther King, Jr.'s birthday. The remarks caused NBC-owned WRC-TV to air a strongly-worded editorial criticizing Tracht's remarks; two advertisers to pull their commercials from the station; Howard University students to organize protests, and Tracht subsequently to apologize.

According to the WRC-TV editorial, Tracht, during his Jan. 20 program, said: "If one assassination of a black leader were cause for a day off, then killing four more would mean the rest of the week off." The station editorial called Tracht "the insensitive boob of the year," saying his comments were spreading "the kind of racial venom this country is working hard to wipe out."

In response to the WRC-TV editorial, Tracht videotaped a statement in which he said: "Every entertainer and satirist has at one time or another said something that he or she wishes he could take back. My attempted humor on Martin Luther King Day was reprehensible, and I'm glad I have the chance to

look you in the eye and say that I'm sorry.... Anybody that listens to my show regularly and knows me personally, knows that I'm not a bigot. I despise racism." The WRC-TV editorial ran on Feb. 3 and 4, with Tracht's reply airing Feb. 7.

Last week, independent WDCA-TV Washington added to WWDC's troubles when it announced plans to drop its entire ad schedule from the radio station. "We find [the Greaseman's] style to be very offensive and the remark on King's birthday particularly

offensive," said Chuck Cowdrey, WDCA-TV vice president and general manager. Additionally, the Peoples Drug Store chain is reported to be dropping its advertising from the Tracht show.

But the Greaseman saga doesn't end there. Students from Howard University have been protesting the controversial remarks made by the disk jockey for the past two weeks. Steve Jackson, coordinator of the Black United Youth chapter at Howard, said the Howard University students will continue protesting until Tracht is either fired or resigns. WWDC-FM General Manager Goff Lebar was not available for comment. □

Early start time for Yankees creates TV dilemma

WPIX(TV), which does not want to move up its local newscast to compete with networks, is contemplating joining baseball games already in progress

Viewers who watch New York Yankees baseball on superstation WPIX(TV) this season may wonder what happened to the first inning of televised weeknight home games if the station decides to pick up the contests "in progress" at 8 p.m., some 25 minutes after the games begin.

The situation stems from the Yankees' decision to move the starting time of their weeknight home games from 8 p.m. to 7:30 p.m. Television rights holder WPIX New York, on the other hand, does not want to reschedule its local *Independent News*

broadcast from the 7:30 time slot to 7 p.m., where it would compete head-on with the network newscasts in the New York market.

WPIX currently airs 96 regular season games, including about 20 weeknight away games that have begun at 7:30 p.m. In the past, the station has moved its newscast up to 7 p.m. for those games. However, according to a WPIX spokesman, the new starting time for weeknight Yankee games would mean as many as 60 contests on the WPIX broadcast schedule starting at 7:30. "We can live with 20 games starting at 7:30, but 60 games would be very disruptive to our regular schedule," he said. "We have a vast audience that counts on our 7:30 newscast."

He noted that joining the games in progress at 8 p.m. "is just one of many options,"

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but one that the station is seriously considering. It would also mark the first time in recent years that a local baseball television rights holder would pick up a game after it started on such a regular basis. Another option, said the spokesman, is to air the games in their entirety on a tape delay.

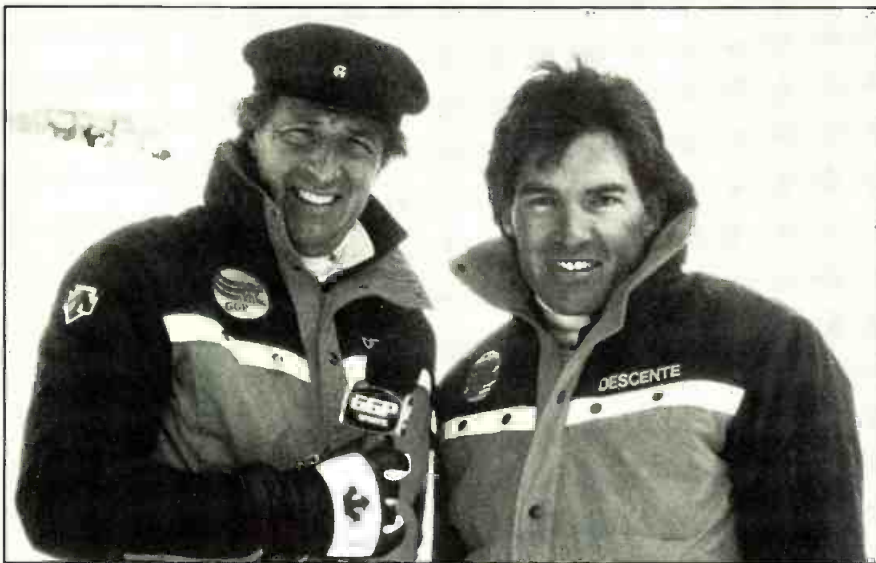
The WPIX spokesman also maintains that the contract between the station and the New York Yankees stipulates that the ball club cannot move the 8 p.m. start time of week-

night home games without WPIX's consent. (WPIX is in its second year of a three-year deal for Yankee games.)

The Yankee move, said a club spokesman, comes at the request of American League Baseball Commissioner Peter Ueberroth and the team's fans, all of whom were concerned that weeknight games were ending too late, especially for children. He added that the Yankees had the only 8 p.m. starting time in the American League last season. □

Syndication Marketplace

■ **Lorimar-Telepictures** says that it has cleared *Falcon Crest* on 47 stations covering 50% of the country. *Falcon Crest* is the first off-network drama to be offered on a barter basis. In one-year deals for the show, stations get eight minutes of advertising time, and Lorimar-Telepictures gets five. Along with the Tribune group, the show has been cleared on WTAF-TV Philadelphia, KTVU-TV San Francisco, WNEV-TV Boston, WDCA-TV Washington and KXAS-TV Dallas. ■ **Worldvision Enterprises** says that it has offers in the top 100 markets for its first-run sitcom, *Throb*, and that it has cleared the show on WNBC-TV New York, KNBC-TV Los Angeles, WMAQ-TV Chicago, WTAF-TV Philadelphia, WDCA-TV Washington, WSB-TV Atlanta, KMSP-TV Minneapolis, KPLR-TV St. Louis, KUSA-TV Denver, KPHO-TV Phoenix, WKRC-TV Cincinnati and KCRA-TV Sacramento, Calif. The co-production of Taft Entertainment Television and Procter and Gamble Productions is being sold for barter with three-and-a-half minutes for stations, two minutes for Worldvision and one minute for P&G. Worldvision also announced that it has entered into a long-term agreement with Tomorrow Entertainment for exclusive worldwide distribution for network, cable and syndication programming. The agreement covers at least 20 theatricals. ■ **GGP Sports** says that it has cleared five live one-hour skiing events in 130 markets. The first, the *Subaru U.S. Alpine Skiing Championships*, from Cooper Mountain, Colo., aired on Feb. 15 and 16, and will be followed by the *World Freestyle Championships* from Tignes, France, on March 1; the *Fila John Denver Celebrity Ski Classic* from Heavenly Valley, Calif. (March 2); the *American Ski Classic* (March 15 and 16), and the *World Cup Finals* from Bromont, Canada (March 22



and 23). Hosting the events will be Barry Tompkins, along with Olympians Andy Mill and Christin Cooper. Sales of the races are on a barter basis with five-and-a-half minutes national and six-and-a-half minutes local. Among clearances are WABC-TV New York, KABC-TV Los Angeles, WBBM-TV Chicago, KYW-TV Philadelphia, KRON-TV San Francisco, WCVB-TV Boston and WXYZ-TV Detroit. ■ **Syndicast Services** says that it has cleared *Weird Al's Guide to the Grammys* on 68 stations covering 68% of the country. The half-hour "inside look" at the Grammys includes cameo appearances by some of the year's top artists, as well as an explanation of the year's "new Grammy category," "Best Polka Recording." The show's host, satirist Weird Al Yankovic, will also examine how to behave in front of the cameras, seating etiquette and the limousine shortage in Los Angeles on Grammy night. The program is a production of the CBS Television station division, and is sold on a barter basis with two-and-a-half minutes national and four minutes local. The window for the show is Feb. 17-25. The Grammy Awards air on Feb. 25. Along with the CBS O&O's, clearances include WJBK-TV Detroit, WDVN-TV Washington, KDFI-TV Dallas, KRIV-TV Houston, KDKA-TV Pittsburgh and WXIA-TV Atlanta.

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KCNC	\$1,000,000	6.7	.21
KUSA	Sale-Century	5.9	.19
KWGN	Gobots	5.7	.18
KMGH	Dallas	4.6	.15
KOVR	She-Ra	3.6	.12

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Source: ARB

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Stock Index

Closing Closing
Wed Wed
Feb 12 Feb 5
Net Percent P/E
Change Change Ratio (000,000)
Market
Capitali-
zation

BROADCASTING

N Capital Cities	229	1/4	216	3/4	12	1/2	5.76	21	2,977
N CBS	120	1/4	113	5/8	6	5/8	5.83	27	2,814
O Clear Channel	18	1/4	17	1/2	3/4		4.28	27	53
O Gulf Broadcasting		3/4		3/4					33
O Jacor Commun.	6	5/8	5	3/8	1	1/4	23.25		37
O LIN	37	5/8	37			5/8	1.68	26	992
O Malrite	13		12	3/8		5/8	5.05	15	108
O Malrite 'A'	12	5/8	12	1/2		1/8	1.00	15	53
O Price Commun.	9	1/4	9	3/8		1/8	- 1.33		54
O Scripps Howard	51	1/4	51	1/2		1/4	- 0.48	30	529
O SunGroup Inc.	4	1/4	4	5/8		3/8	- 8.10		6
N Taft	89	1/4	83	1/2	5	3/4	6.88	17	806
O TVX Broadcast Group	11	5/8	12			3/8	- 3.12	48	68
O United Television	27	1/8	26	3/4		3/8	1.40	82	297

BROADCASTING WITH OTHER MAJOR INTERESTS

N A.H. Belo	49	1/8	49	7/8		3/4	- 1.50	24	568
A Adams Russell	31	1/2	28	5/8	2	7/8	10.04	20	194
A Affiliated Pubs	38	1/8	38	1/4		1/8	- 0.32	15	466
N American Family	36	1/8	36	3/4		5/8	- 1.70	17	1,082
O Assoc. Commun.	35		31	7/8	3	1/8	9.80		166
N Chris-Craft	55	1/2	56			1/2	- 0.89	39	353
N Gannett Co.	66		62	3/4	3	1/4	5.17	21	5,295
N GenCorp	76	1/2	71		5	1/2	7.74	43	1,674
O Gray Commun.	116		116					20	57
N Jefferson-Pilot	50	1/4	48	7/8	1	3/8	2.81	7	1,478
N John Blair	25	1/2	26	3/8		7/8	- 3.31		204
O Josephson Intl.	7	1/2	7	1/4		1/4	3.44		35
N Knight-Ridder	44	7/8	43	3/4	1	1/8	2.57	77	416
N Lee Enterprises	44	3/4	44			3/4	1.70	19	575
N Liberty	34	3/8	34	1/2		1/8	- 0.36	14	348
N McGraw-Hill	53	3/8	48	7/8	4	1/2	9.20	18	2,690
A Media General	79		72		7		9.72	16	556
N Meredith Corp.	69		67	1/4	1	3/4	2.60	13	653
O Multimedia	29	3/4	28	5/8	1	1/8	3.93		327
A New York Times	53	7/8	51	3/8	2	1/2	4.86	18	2,157
O Park Commun.	23	1/4	22	1/2		3/4	3.33	21	320
N Rollins Commun.	26	1/4	26	5/8		3/8	- 1.40	30	383
T Selkirk	22	3/4	22	3/4				49	184
O Stauffer Commun.	116		116					19	116
A TechOps Inc.	27	1/2	27	3/4		1/4	- 0.90	19	64
N Times Mirror	56	1/8	56	1/8				14	3,624
N Tribune	57	3/8	56		1	3/8	2.45	19	2,325
A Turner Bcstg.	13	3/4	12	1/2	1	1/4	10.00	31	299
A Washington Post	134	3/4	128		6	3/4	5.27	15	1,727

CABLE

A Acton Corp.	2	1/8	2		1/8		6.25		12
O AM Cable TV	2	3/4	2		3/4		37.50		9
N American Express	59		60		1		- 1.66	18	13,077
N Anixter Brothers	21	3/8	21	3/8				22	388
O Burnup & Sims	6	3/4	6	5/8		1/8	1.88	4	60
O Cardiff Commun.	1	1/8	15/16		3/16		20.00	3	2
N Centel Corp.	48	3/8	48	1/8		1/4	.51	10	1,337
O Comcast	23	1/4	22	5/8		5/8	2.76	40	461
N Gen. Instrument	20	1/2	20	1/8		3/8	1.86		661
N Heritage Commun.	21	7/8	21	7/8				42	318
O Jones Intercable	8		8	1/8		1/8	- 1.53	33	83
T Maclean Hunter 'X'	16		15	1/2		1/2	3.22	22	589
A Pico Products	2	5/8	2	7/8		1/4	- 8.69		9
O Rogers Cable	12	3/8	11	7/8		1/2	4.21		282
O TCA Cable TV	25	3/4	26	1/2		3/4	- 2.83	32	172
O Tele-Commun.	38	3/4	36	1/8	2	5/8	7.26	430	1,821
N Time Inc.	59	1/8	58	1/8	1		1.72	17	3,702
O United Artists Commun.	25	3/4	26	5/8		7/8	- 3.28	35	528
N United Cable TV	38		38					60	574
N Viacom	52	1/4	52		1/4		.48	20	927

Closing Closing
Wed Wed
Feb 12 Feb 5
Net Percent P/E
Change change Ratio (000,000)
Market
Capitali-
zation

SERVICE

O BBDO Inc.	50	1/4	48	3/4	1	1/2	3.07	17	323
O Compact Video	7	1/8	8			7/8	- 10.93		30
N Comsat	38	7/8	37		1	7/8	5.06	11	703
O Doyle Dane B.	18	1/2	18	1/2				13	97
N Foote Cone & B.	54		50	3/4	3	1/4	6.40	13	203
O Grey Advertising	198	1/2	193		5	1/2	2.84	12	120
N Interpublic Group	47	3/4	47			3/4	1.59	16	520
N JWT Group	34		33	3/4		1/4	.74	19	307
A Movielab	6	3/4	7			1/4	- 3.57		11
O Ogilvy Group	46	1/8	45	7/8		1/4	.54	15	422
O Sat. Syn. Syst.	8	7/8	8	1/2		3/8	4.41	34	51
O Telemation	5	1/2	5	1/2				5	6
A Unitel Video	7	1/2	7	3/8		1/8	1.69	22	16
N Western Union	9	5/8	10	5/8	1		- 9.41		234

PROGRAMING

O American Nat. Ent	2	7/8	213/16		1/16		2.22	14	6
O Barris Indus	20	5/8	21	1/4		5/8	- 2.94	54	180
N Coca-Cola	84	3/8	85	1/2	1	1/8	- 1.31	16	11,055
N Disney	126	3/4	117	5/8	9	1/8	7.75	24	4,148
N Dow Jones & Co.	46	1/4	44	3/8	1	7/8	4.22	22	2,981
O Financial News	8	9/16	8	5/8		1/16	- 0.72		90
O Four Star	6	3/4	5	3/4	1		17.39	7	5
A Fries Entertain.	13	1/2	12	3/4		3/4	5.88	23	45
N Gulf & Western	50	1/4	51	1/2	1	1/4	- 2.42	15	3,200
O King World	38	3/4	38			3/4	1.97	37	394
A Lorimar	51	1/2	48	1/2	3		6.18	13	395
N MCA	49	1/2	46	1/2	3		6.45	31	3,710
N MGM/UA	24	7/8	23	3/4	1	1/8	4.73		1,235
N Orion Pictures	13		11	3/8	1	5/8	14.28		122
N Playboy Ent.	9	1/2	9	1/4		1/4	2.70		89
O Reeves Commun.	14		13	1/4		3/4	5.66		173
O Republic Pictures 'A'	11		11	1/2		1/2	- 4.34	78	31
O Republic Pictures 'B'	9	3/4	10	1/4		1/2	- 4.87	69	7
O Robert Halmi	3	1/2	4			1/2	- 12.50	38	60
O Sat. Music Net.	19	1/2	19			1/2	2.63		132
O Telepictures	23	3/4	22	1/2	1	1/4	5.55	25	313
N Warner Communications	37	3/8	38	5/8	1	1/4	- 3.23		2,276
O Westwood One	53	3/4	49	3/4	4		8.04	50	178

ELECTRONICS/MANUFACTURING

N 3M	95	7/8	93		2	7/8	3.09	16	10,964
N Allied-Signal	49	1/8	48	1/8	1		2.07	10	7,862
N Arvin Industries	25	3/8	23	5/8	1	3/4	7.40	12	395
O C-Cor Electronics	6	3/4	6	5/8		1/8	1.88	20	20
O Cable TV Indus.	3		3	1/8		1/8	- 4.00	30	9
A Cetec	7	1/2	7	1/4		1/4	3.44	18	16
O Chyron	7		7	1/4		1/4	- 3.44	22	70
A CMX Corp.	1	1/2	1	3/8		1/8	9.09		5
A Cohu	11	5/8	11	1/4		3/8	3.33	11	20
N Conrac	17	3/8	17			3/8	2.20	20	104
N Eastman Kodak	49	7/8	48	5/8	1	1/4	2.57	15	11,266
N General Electric	72	7/8	73			1/8	- 0.17	14	33,202
O Geotel Inc.	1	3/4	1	3/8		3/8	27.27	29	6
N Harris Corp.	29		28	3/4		1/4	.86	17	1,166
N M/A Com. Inc.	14	5/8	13	3/4		7/8	6.36	15	636
O Microdyne	5	5/8	5	5/8				70	25
N Motorola	44	5/8	42	1/4	2	3/8	5.62	45	5,317
N N.A. Philips	40	7/8	38	5/8	2	1/4	5.82	12	1,180
N Oak Industries	1	3/4	1	7/8		1/8	- 6.66		53
N RCA	61	7/8	62	1/8		1/4	- 0.40	16	5,550
N Rockwell Intl.	36	7/8	37	1/8		1/4	- 0.67	9	5,500
N Sci-Atlanta	12	5/8	11	5/8	1		8.60	17	293
N Sony Corp.	18	7/8	19	1/2		5/8	- 3.20	14	4,358
N Tektronix	63	5/8	59		4	5/8	7.83	16	1,300
N Varian Assoc.	28	3/4	28			3/4	2.67	24	617
N Westinghouse	47	1/8	45	5/8	1	1/2	3.28	14	8,231
N Zenith	20	1/4	18	3/8	1	7/8	10.20		468
Standard & Poor's 400	238.26		234.71		3.54		1.51		

T-Toronto. A-American, N-N.Y. O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research.

News judgment, professionalism are guides to crisis coverage

Grossman tells symposium that television is 'used' by terrorists, but that result is more likely outrage than support for their actions

NBC News President Lawrence K. Grossman looked back at the hostage crises and terrorist attacks of the past several months and at the criticism that has attended the media's coverage of them—and concluded that there is no formula available to help journalists decide how to cover “each highly emotional, terrifying and unpredictable terrorism episode.” No guidelines, he said, can substitute for “professionalism, tempered by common sense and good judgment.”

Grossman was speaking in Davos, Switzerland, at a symposium attended by journalists from around the world. The theme of the symposium was terrorism and how the media should deal with it. But in calling for “a common sense approach,” Grossman noted that those who criticized the coverage were in august company—England's Prime Minister Margaret Thatcher and U.S. Attorney General Edwin Meese III, among others—and had made a number of specific points concerning the coverage, from calling for a blackout on terrorist episodes to having the networks pool their coverage and establish, in advance, a uniform set of reporting standards.

Grossman acknowledged that “there is no absolute right to a free press. . . There are obvious restraints, which are both appropriate and necessary that the press itself should impose on its coverage. Television should

not report information that will endanger either the victims of terrorism or those who are trying to put an end to a terrorist episode.” And he said the evidence so far is that it does not. He also acknowledged that television allows itself “to be ‘used’ by terrorists” and that television coverage therefore encourages terrorist acts. But he said “coverage of killings, hijackings, bombings and brutal threats delivered by hooded outlaws with guns, is more likely to mobilize public outrage against the terrorists than gain support for them.”

Imposing blackouts on terrorist episodes—denying terrorists “the oxygen” they need, to use Thatcher's metaphor—was, Grossman suggested, out of the question. “The press cannot treat terrorist kidnappings, murders and bombings as if they have not happened,” he said. Viewers would never trust television journalists who turned their cameras away from such events. “In a democratic society,” he said, “it is the height of arrogance to take the position that the general public should not be permitted to know what reporters on the scene know.” And while television coverage may limit a government's ability to respond—the pressure to free captives increases to the degree television coverage makes them familiar to viewers, he said—Grossman maintains that, in a democracy, “it is better for the people to be informed than to be kept in the dark.”

Furthermore, he said, “the opportunity to see hostages first hand, to assess their condition, their attitude and the circumstances of their captivity, must not be overlooked.” He

NewsBeat

Test case. Executive editor of *Providence (R.I.) Journal* maintains that constitutional guarantee of free press gave his newspaper right to defy court order against publishing story on man said to be New England's top mob boss. U.S. District Judge Francis J. Boyle, on Nov. 13, 1985, had issued order against running story on Raymond J. (Junior) Patriarca based on FBI documents that paper had gained through Freedom of Information Act. But, said *Journal's* Charles McC. Hauser, “we felt it was such a clear case” of unconstitutional prior restraint that “the First Amendment protected us in our decision to publish.” Special prosecutor William A. Curran said First Amendment did not allow newspaper to violate court order, and urged Boyle to hold newspaper and Hauser in contempt. Hauser said *Journal* did not plan to publish story, but did so only to challenge court order. Boyle took case under advisement.

□

TV on track. On Tuesday, Feb. 18, Senate is scheduled to resume debating S. Res. 28, which would permit television broadcasts of Senate proceedings on in-house test basis, and authorize immediate live gavel-to-gavel radio coverage. Fate of measure remains uncertain (BROADCASTING, Feb. 10). However, Senate Majority Leader Robert Dole (R-Kan.), on Feb. 7, prior to last week's recess, predicted it will take chamber “some time when we get back,” to settle differences over issue. Nonetheless, Dole said. “In my view we ought to get it done. Maybe we are going to end up with just a two-month testing period then make the rules changes. But we ought to do something; at least experiment.”

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WBZ-TV BOSTON

Monday-Friday 3:30 PM
— VS. TIME PERIOD DELIVERY —
\$1,000,000 11
NOV 85 . . . Santa Barbara 7
% Increase: . . . + 57%
— VS. LEAD-IN —
3:00PM . . . Wheel 9
3:30PM . . . \$1,000,000 11
% Increase: . . . + 22%

Source: ARB

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indicated the media would not stop trying to gain access to the American, British and French hostages still held in Lebanon and from whom there has been no recent first-hand information. And while "nothing has provoked more intense criticism than television's efforts to interview grieving hostage families," he said, "most interviews take place with people who want to be interviewed. They are eager to answer questions and make their own comments about the hostages or victims."

As for the suggestion that the networks pool their coverage of terrorist incidents and agree ahead of time on standards of reporting—and thus avoid the kind of competition critics say leads to sensationalized coverage—Grossman said that is "a terrible idea." No amount of competition justifies "shoddy news judgment or sensationalized coverage," Grossman said. But, he added, "One

of the great strengths of American network coverage is the stimulus, the goad of competition. It makes for enterprising reporting and increases the penalty of making a mistake. If one news organization misses a story or overlooks an angle, its competitors do whatever they can to fill the gap. . . . In journalism, as in most other pursuits, competition is far better than collusion."

So, he said, the answer to responsible reporting of terrorist incidents is not "precise planning and rigid rules," but common sense, a commitment to professionalism and good judgment." And Grossman was able to point to some evidence that the networks have favorably impressed the American public while following that approach—the results of the recent Gallup poll, during the TWA hostage crisis last summer. They showed that 89% of those polled approved of the networks' coverage. □

Law & Regulation

More hours in the day for Radio Marti

Government's AM service to Cuba adds three hours to its schedule

Some nine months after its inaugural broadcast, the Radio Marti Program of the Voice of America is expanding its broadcast day by three hours. The service that the Reagan administration proposed and persuaded Congress to approve as a means of breaking what the administration said was the Castro government's monopoly on information in Cuba increased its air time to 17½ hours daily on Feb. 10. The station now broadcasts from 5:30 a.m. to 11 p.m., daily, filling in a gap between 1:30 and 4:30 p.m. when Radio Marti was off the air.

Representative Dante Fascell (D-Fla.), chairman of the House Foreign Affairs Committee and a strong supporter of Radio Marti, hailed the expansion of its broadcast day. He said that "Radio Marti has been an astounding success in bringing objective, balanced news and entertainment into Communist Cuba." He said Cuban efforts to "counteract Radio Marti are graphic evidence of how effective Radio Marti is."

A USIA spokesperson said the Cuban government has been "revamping the programming on its own domestic networks to provide listeners with a viable alternative to Radio Marti." The spokesperson said the domestic stations have adopted "a livelier format," offering for the first time news reports from correspondents, as well as "more American music." The USIA regards that as proof Radio Marti is offering the Cubans radio service of a kind they never had before.

Ernesto Betancourt, the director of Radio Marti, said that in shutting down for three hours in the afternoon, the station had turned over its audience "to the competition," the Cuban government broadcasts of Radio Progreso and Radio Rebelde. Betancourt said

the programming now filling the time was developed on the basis of audience research done since the station went on the air in May.

Betancourt said Radio Marti, which had begun broadcasting with two-thirds of its authorized strength of about 180 employees, now has 161. And that, he said, "permits us to do closer to the full production that had been proposed." He said the programming schedule has been revised to provide for news, commentary, interviews, talk shows and music, for various age groups, throughout the day. The station continues to broadcast its daily, one-hour soap opera, *Esmeralda*. Betancourt also said the service will introduce on March 1 a program that will enable Cubans who have left the island to broadcast messages to relatives in Cuba. They will call in their messages to an 800 number and will be heard on *Family Bridge*, which will begin as a 15-minute program, once a week.

Radio Marti's first broadcast, at 5:30 a.m., on May 20, 1985, culminated a three-year effort by the administration to persuade Congress to approve the project and appropriate the necessary funds. American broadcasters were a major reason for the delay. They feared that the administration plan would lead to a "radio war," with Cuba stepping up the interference its stations were already causing American AM outlets, particularly in Florida. To ease concerns that Radio Marti would be a strident propaganda organ, the administration abandoned its proposal to place it under the Board for International Broadcasting, and to incorporate it instead within the VOA. The law creating Radio Marti requires it to adhere to VOA standards "to insure the broadcast of programs which are objective, accurate, balanced and which present a variety of views."

Thus far, a radio war has not begun. The

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KXAS-TV DALLAS

Monday-Friday 2:30 PM
—VS. TIME PERIOD DELIVERY—
NOV 85
\$1,000,000 16
Sale Century 14
% Increase: .. + 14%
—VS. LEAD-IN—
2:00PM .. Another Wld. 10
2:30PM .. \$1,000,000 16
% Increase: .. + 60%

Source: ARB

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chief of the FCC's Field Operations Bureau, Richard Smith, said the only recent variation in Cuban AM broadcasting occurred two weeks ago in connection with the broadcast, on 1160 khz, of a speech by President Fidel Castro to the Cuban Communist Congress, which meets once every five years. (Radio Marti had covered the congress extensively, providing news and commentary based largely on monitoring Cuban radio and TV coverage of the four-day meeting, which ended on Feb. 7). The Cuban station stayed on the air about an hour past its customary sign-off time of about 6 p.m. to carry the full text of the speech, which Smith said ran about six hours. □

Charting the course of Comsat

Never-released study done for State by Henry Geller examines conflicts U.S. faces relating to Comsat's role in new international marketplace; "disenfranchisement" is raised as one possible option to dilemma

The State Department, like other agencies of government, farms out problems to those it regards as expert in the field involved. The reports that are filed may not always point to

the solutions the department will embrace, if it embraces any. But they do indicate the problems of concern. And a little over a year ago, on Jan. 15, 1985, Henry Geller, who headed the Commerce Department's National Telecommunications and Information Administration in the Carter administration, filed a report State's Office of International Communication and Information Policy had requested on the conflicts of interest in which the Communications Satellite Corp. is becoming involved in the changing international environment.

The report was never released, but its contents have become known. And they reflect the kind of concern government officials have been expressing, privately and publicly, in recent years as a result of the changed nature of the environment in which Comsat operates. The report cites Comsat's diversification into "nonjurisdictional" fields (those apart from its statutory responsibility as U.S. representative to Intelsat and Inmarsat), such as manufacturing and consulting, as well as the increasing competition it faces in connection with its Intelsat operations, both in space and on the ground. The impact on Comsat of the competition Intelsat faces, both from other space systems and undersea cables, is also mentioned.

All of which, in Geller's view, presents Comsat with a difficult problem. The corporation created by the Communications Satellite Act of 1962, he said, has a "fiduciary relationship" to Intelsat and Inmarsat, as well as to its stockholders, and is obligated to serve the U.S. national interest, "as delineated" by that government. "It is not humanly possible to serve all these masters," he said. "And it is only human nature to advance the corporate interest, above all others, if it is feasible to do so."

The solution he favors and expects to be adopted, in time, as a result of evolving policy, is "disenfranchisement" of Comsat—its replacement as the sole U.S. representative in Intelsat and the provider of Intelsat space segment capacity to international carriers and other authorized users. He foresees the creation of a consortium of carriers as the replacement. Such a change would not be easy. It would require an act of Congress, to amend the Communications Act of 1962 that created Comsat, and the reimbursement of Comsat for its investment in Intelsat—some \$350 million, at present.

But Geller, who took as a point of departure a massive study by the FCC staff proposing a restructuring of Comsat that was released in May 1980 (BROADCASTING April 28, 1980), did not suggest doing nothing while waiting for policy to evolve. His recommendation for immediate action was one of several proposals that had been discussed in the commission's report—establishment of government representation on the U.S. delegations attending all Intelsat meetings, including those of the board of governors, a recommendation that was not implemented until last spring. Geller was critical of the commission for not moving forward with the idea—it had "chickened out," in Geller's phrase; it said Congress should consider the matter—while NTIA (still under his direction) favored it and State had been "skeptical."

Government representation at those meet-

SRA wants action. The Station Representatives Association has asked the FCC to "immediately terminate" the waiver that permits the SIN Television Network to serve as the national sales representative for its affiliates. In a filing at the FCC last week, SRA said SIN has been operating under that waiver for more than seven years. It has been doing so under an FCC ruling in 1978 that granted SIN a waiver for one year or until final action was taken on a proceeding considering the possibility of changing the prohibition against permitting TV networks from serving as national sales representatives for their affiliates. The FCC has not yet taken final action in that proceeding. SRA noted that, in 1983, it had urged the FCC to take action. But, instead, the FCC asked the administrative law judge looking into whether Spanish International Communications Corp. and other SIN affiliates warranted license renewals to examine whether continuation of the SIN waiver was warranted. In his decision denying SICC and the other SIN affiliates renewals, ALJ John Conlin also ruled that continuation of the SIN waiver would not be in the public interest (BROADCASTING, Jan. 13). "SIN has had the advantages of waiver of the network repping rule for more than seven years," SRA said. "In that time, SIN has grown to dominance. Competition in advertising time sales and in establishment of spot sales representatives has been inhibited. Accordingly, and properly, continuation of the waiver was found by Judge Conlin not to be in the public interest. To permit it to continue would be to injure even further the public interest."

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ings, Geller said, "is not a panacea for the conflicts problem. But it is also not a Band-Aid or a fig leaf." It would, he said, enable the government to present its views on issues on which Comsat would only "mouth" gov-

ernment instructions while remaining opposed to the U.S. position. He also said government representation would help guard against Comsat using its position as the U.S. representative to advance its corporate inter-

BottomLine

New script at Warner's. Shareholders meeting has been scheduled by Warner Communications for April 2, company's first shareholders meeting since May, 1984. Company will increase number of directors on board, from 14 to 16. Largest stockholder, Chris-Craft Industries, will increase its representation on Warner board from three to six directors. In filing with Securities and Exchange Commission, Chris-Craft said it had recently renegotiated with Warner's management agreement under which two companies obtained mutual ownership—Chris-Craft holds about 30% of Warner and Warner owns 42.5% of Chris-Craft's television stations. SEC filing said in renegotiated agreement "Chris-Craft expresses support for the management and policies of the Issuer (Warner) and will continue to work with management to enhance the value of the stock of the Issuer." Chris-Craft has maintained option to increase holdings in Warner's and has \$105 million under existing \$250-million credit line to do so. Credit line, which was already extended at end of 1985, is due to expire in June. At current prices, available funds could enable Chris-Craft to buy another 4.2% of Warner's stock. Agreement also changes terms under which Chris-Craft can tender holdings to third party. Key element in 10-page amendment to agreement is reduction from 30 days to 10 days, time in which Warner has to exercise its right of first refusal should Chris-Craft decide to sell Warner holdings. New nominees to Warner board are Howard Arvey, partner in Chicago-based law firm of Arvey, Hodes, Costello & Burman; Normal Perlmuter, chairman and chief executive officer of Heitman Financial Services Ltd., and Hugh S. Culverhouse, owner of Tampa Bay Buccaneers professional football team. Both Arvey and Perlmuter are currently on board of Chris-Craft.

□

Public franchise. Comcast Corp. said shares are now being traded for Comcast Cablevision of Philadelphia, corporation set up to build system for section of Philadelphia. Total of 230,000 shares were issued to public, out of 1.4 million outstanding, as condition of Comcast's obtaining franchise. Approximately two-thirds of publicly issued shares were initially sold to minorities and women. Stock is now being traded on NASDAQ under symbol (CCPI). Initially priced at \$7, shares have recently been traded at about \$8.50 to \$9. Two marketers are Philadelphia-based securities firms, Butcher & Singer and Janney Montgomery Scott. Construction of system is still in "make-ready" stage, according to Bernard Gallagher, Comcast's vice president and treasurer.

□

Arresting warrants. Fortunes of Satellite Music Network have done well enough that company wants to call in existing warrants to purchase common stock at \$2.20 per share. Stock (OTC:SMNI) has recently been trading at close to \$6 per share. Company issued two million warrants in June 1984, initial public offering; there are still 1.4 million outstanding. Those who do not convert warrants before deadline will have to return them to company for five cents.

□

Creative financing. Gannett's issue of \$100 million in notes, principal amount, at 8.50% was first time that "U.S. industrial company has been able to raise money without paying premium over rate for five-year treasury notes," said Fred Seegal, managing director of communications group at Shearson/Lehman Brothers, which underwrote offering. Reason, said Seegal, is that noteholders have option of redeeming notes in 1991, after five years, or continuing to hold at higher, 9.55%, rate until 1996.

□

Equity to debt. A.H. Belo said it had new 10-year revolving line of credit with total commitment of \$500 million from group of eight banks, replacing previous \$330-million agreement. Belo also said board of directors had authorized "purchases from time-to-time of up to 500,000 shares of the company's stock."

□

LIN's Lone Star link. LIN Broadcasting said it had increased its ownership in two nonwireline cellular franchises and has sold its radio paging business serving New York area to NYNEX, subject to court and federal agencies approval. In Dallas-Fort Worth, LIN increased its ownership from 54% to 60%, and in Houston increased its ownership from 21% to 43%, and signed an option there to increase its ownership to a minimum of 50% in equity and in management of the operation. Houston also has LIN's remaining radio paging operation, which is in process of being sold.

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Monday-Friday 4:00 PM
— VS. TIME PERIOD DELIVERY —
NOV 85 ... \$1,000,000 ... 16
... Jeopardy ... 15
... % Increase: ... + 7%
— VS. LEAD-IN —
3:30PM ... Jeopardy ... 13
4:00PM ... \$1,000,000 ... 16
... % Increase: ... + 23%

Source: ARB

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ests at the expense of its competitors. And while he agreed with Comsat that such government representation would undermine its authority to some extent, he said, "That's not to be deplored but devoutly to be wished."

The executive branch last spring decided to include government representatives on delegations to all Intelsat meetings, though not necessarily because of the Geller recommendation, according to State Department officials. They said they had been moving toward such a decision as a result of views expressed within the government. However, the representation is not as institutionalized as Geller proposed; he suggested the establishment of a joint office of State/NTIA, supported by a couple of staffers—an engineer and an economist—and said the government representatives should have "experience and stature." Under the existing arrangement, a State Department official, John Gilsenen, acting deputy director of regulatory and treaty affairs, attends every meeting along with a representative of NTIA or the FCC, who alternate their meeting attendance.

Whether the representation plan is working as well as Geller and other supporters of the idea had hoped is not clear. Staffers who have participated in the exercise complain that Comsat officials at Board of Governors meetings work hard only for those positions that parallel Comsat's. Otherwise, the support is said to be nominal. And while some U.S. representatives, particularly NTIA staffers, have lobbied foreign governors—and Geller had envisaged the government people taking an aggressive role—the U.S. regards them officially only as "observers." Geller discussed "disenfranchisement" of Comsat in connection with other proposals contained in the commission's Comsat study. One called for divestiture of all of Comsat's

existing subsidiaries, with the surviving corporation limited to its roles in Intelsat and Inmarsat and its ownership of Comsat Labs. The commission had rejected the proposal for several reasons; so did Geller. Among other things, he said the possibility of conflict of interest involving the competition faced by Intelsat would remain.

Disenfranchisement was another proposal the commission had rejected. But the only problem Geller saw with it was political. He called disenfranchisement, in which Comsat would be succeeded by a government-regulated consortium of carriers and other users (rather than government or another private entity, which were other possible options mentioned in the commission study), in which Comsat would participate, as "the best solution." He also predicted it would "come about in light of technological trends"—but not, apparently, in the immediate future. "It is not politically feasible at this time, and in my opinion it would be a mistake to push for it now," he said. Indeed, while Comsat's competitors have embraced the notion, government officials have shown no enthusiasm for it.

Still, Geller said it should be kept in mind as the goal to which *evolving* government policy should strive. He noted that the trend to increasing competitive forces is continuing, increasing the "conflict problems." And he said, "the best policy" would be "to let these trends work their way for the next five to 10 years, and then take stock again. The situation appears to be moving in the right direction and is simply too much in flux today to warrant drastic action." Disenfranchisement should be kept in mind as the goal "of sound, evolutionary policy," he said. And "interim steps," he said, "should be consistent with, or indeed foster, that goal." □

Washington Watch

Congressional calls. GE Chairman and Chief Executive Officer John F. Welch Jr., RCA Chairman Thornton Bradshaw, RCA President Robert R. Frederick, and NBC Chairman Grant Tinker have made rounds on Capitol Hill to pave way for GE-RCA merger. They met with key legislators including Senator Ernest Hollings (D-S.C.), ranking minority member of Senate Commerce Committee; House Energy and Commerce Committee Chairman John Dingell (D-Mich.); House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), and James Broyhill (R-N.C.), ranking minority member of House Energy and Commerce Committee. Welch and Frederick spent day meeting with congressional members (among them Senator Howard Metzenbaum [D-Ohio]) concerned with antitrust and defense issues raised by merger of companies that are sizable defense contractors. Next day, Welch, Bradshaw and Tinker called on Hollings, Dingell, Wirth and Broyhill to discuss, among other things, GE's plans to seek temporary 18-month waiver of FCC crossownership rules to give it time to determine what to do with NBC-owned radio stations in cities where it also has TV stations. GE-RCA is looking at how it can keep its radio network in operation without owned stations. □

EIA concerns. Consumer Electronics Group of Electronic Industries Association has opposed suggestion of National Association of Broadcasters that FCC consider prescribing performance characteristics for AM radio receivers as one means of improving AM service. "There is no need and, more importantly, no statutory authority for government regulation of AM receivers," EIA said in comments at FCC. Mass Media Bureau, at EIA's request, has extended deadline for comments on NAB's petition seeking rulemaking on ways to improve AM service from Jan. 16 to Feb. 28. □

Burlington TV. In initial decision, FCC Administrative Law Judge Joseph Chachkin has granted application of Brunson Communications Inc. for new TV on channel 48 in

Burlington, N.J., denying competing applications of Signal Ministries Inc., Burlington 48 Inc., Burlington Broadcasters Ltd. and Adelphi Broadcasting Corp. Brunson prevailed with pluses for minority and female participation and broadcast experience. President and sole owner of Brunson Broadcasting is Dorothy Brunson, who also owns WEBB(AM) Baltimore; WIGO(AM) Atlanta, and WBMS(AM) Wilmington, N.C.

□

LPTV ruling. FCC has upheld staff action denying petition by Community Broadcasters Association seeking rulemaking aimed at guaranteeing new channels to low-power TV licensees that are displaced by full-power TV's.

□

New distribution of funds. Corporation for Public Broadcasting has decided to create \$9.9 million pool for national program production and acquisitions grants to be made available to CPB-qualified noncommercial radio stations in addition to unrestricted community service grants to stations. Grants will be for two years.

□

Competing applicant. FCC has designated for hearing renewal application of Seattle Public School System for noncommercial KNHC(FM) Seattle and "share time" competing application of Jack Straw Memorial Foundation. FCC rules permit parties to file applications to share time on facility when station doesn't operate 12 hours per day. KNHC, according to FCC, had not been operating for requisite 12 hours during some months. Jack Straw Memorial is former owner of noncommercial KRAB(FM) Seattle.

□

New Castle change. In initial decision, FCC Administrative Law Judge Joseph Gonzalez has granted application of WBZY(AM) New Castle, Pa., to upgrade from daytime-only operation on 1140 khz to unlimited operation on 1200 khz at 10 kw day and 1 kw night with directional antenna. At same time, judge denied competing upgrade application of WCHB(AM) Inkster, Mich. Judge said WBZY prevailed because New Castle has only one other full-time local broadcast station while Inkster, suburb of Detroit, is already well served.

□

1160 activity. In initial decision, FCC Administrative Law Judge Joseph Chachkin has granted application of WMYI(AM) Mechanicville, N.Y., to change frequencies from 1170 to 1160 khz. In same decision, judge also granted application of Rama Communications Group for new AM on 1160 khz in Oakland, N.J., denying competing applications of Housatonic Valley Broadcasting Co. and Mid-Hudson Valley Broadcasting for same frequency in other communities. Rama prevailed because it proposed first local transmission service to Oakland while communities specified by others were already served by at least one daytime aural service. Rama's application wasn't mutually exclusive with Mechanicville's, but was mutually exclusive with applications of Housatonic and Mid-Hudson Valley. President and 3.62% owner of Rama is Peter Murphy, who is video editor for ABC. Rama is 84.58% owned by Salvatore Borelli Jr., northern New Jersey attorney. Ruben H. Preti and Salvatore Borelli Sr. each own 5.9%. Rama's principals have no other media interests.

□

Compensation. FCC Mass Media Bureau has found WIOB(AM) Miami eligible for \$84,026.79 to compensate for expenses incurred in modifying its transmitting facilities to offset effects of Cuban interference. Such compensation was authorized by Radio Broadcasting to Cuba Act.

□

Incentive plan. National Telecommunications and Information Administration is considering building incentives into procedures it follows in making grants under Public Telecommunications Facilities Program. In notice to all PTFP applicants, NTIA said it is considering giving special attention to those whose receipt of funds from nongovernment sources is on rise. NTIA would also look favorably on applicants who agree to establish depreciation accounting for equipment purchased with PTFP grant. In its notice, NTIA asks applicants to report on level of "non-tax based funding" they received in each of last four years. They are also asked to explain reason if they have not received any such funding or if level of such funding has declined. Another question is whether applicants have already established depreciation accounts for assets obtained with PTFP money. In response, National Public Radio said that NTIA's "objectives for efficiency [are] terrific," but that agency should wait to apply changes until 1987, since FY 1986 grant round closed Jan. 15. National Association for Public Television Stations had no comment on NTIA considerations.

□

No and yes. Caucus for Producers, Writers and Directors said it won't take position requested by Action for Children's Television condemning so-called program-length commercials in which product is featured as star of series. On second issue—supporting Representative Tim Wirth's (D-Colo.) bill advocating at least one hour per day for educational programming—Caucus told ACT it already is on record supporting measure.



**IN THE
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RIDING GAIN

O N R A D I O

Coming up

Mutual Radio Network will increase newscasts and realign its sports reports to concentrate more on drive-time periods beginning next month ("Closed Circuit," Feb. 10).

News reports will be increased from three to four each hour from 6 a.m. to 11 p.m. NYT, Monday through Sunday, including two 60-second headline updates fed at 25 and 55 minutes after the hour. There will be a full five-minute newscast at the top of the hour and two minutes on the half-hour. (From 11 p.m.-6 a.m., there will only be five-minute newscasts on the hour and one-minute reports on the half-hour.) Dropping out of the hourly schedule is Mutual's three-and-a-half-minute *Lifestyle* reports.

According to Ron Nessen, vice president, news and special programs for Mutual, the changes "are a result of discussions with affiliates in which we found that station programmers want choices—in the broadcast clock, in the lengths of the newscasts and in how news is presented." Nessen added that

the style and delivery of newscasts will reflect recent research, commissioned by Mutual, that showed listeners want newscasts to be "conversational, pertinent and frequently updated." The changes also include assigning several correspondents to anchor specific hourly and half-hourly newscasts in different dayparts each day.

In addition to modifications of its news product, Mutual will focus its five-minute sports reports in drive time by eliminating its 2:35 p.m. NYT report and adding an 8:35 p.m. NYT feed, which will be targeted for afternoon drive on the West Coast. Also, there will be an additional morning drive time feed for *Lasorda At Large* at 7:35 a.m. NYT and an additional afternoon feed for *Larry King: Sports in Focus* at 3:35 p.m. NYT.

As for the network's "Wide Weekend of Sports" reports, the schedule has been revamped to include 16 reports—eight each on Saturday and Sunday—that will be concentrated only during the morning, afternoon and early-evening dayparts. There are

currently 32 reports throughout the weekend.

"These [news and sports] changes mark the single biggest programming development at the network in 14 years," said a Mutual spokesman. The moves are scheduled to be implemented during the week of March 10.

Looking back

The Transtar Radio Networks, Colorado Springs, is readying a new 24-hour, satellite-delivered service, "The Oldies Channel." According to Transtar President C.T. Robinson, "the top hits of the mid and late

ALPHA

Introducing an all new, all vocal format designed to reach adults 25-49.

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Developed by Bonneville Broadcasting System, a proven radio programming leader with 16 years of experience.

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An alternative for the competitive edge in Light Adult Contemporary programming for FM and AM stations.

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A unique category structure and tape rotation to maximize time spent listening.

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Top spot. Ellen Hulleberg, a 17-year veteran with McGavren Guild Radio, was named president of the firm last Tuesday (Feb. 11) by the company's seven-member executive committee. Hulleberg has been serving as "acting" president since last June. Ralph Guild, president of McGavren-Guild's parent, Interep, has also been serving as president of the subsidiary. (Interep is the holding company containing McGavren Guild Radio as well as four other radio rep firms: Hillier, Newmark, Wechsler & Howard; Major Market Radio; Weiss & Powell, and Durpetti & Associates.)

Hulleberg's previous position with McGavren Guild was executive vice president for marketing and communications. She started with the company in 1969 in the research department and was shortly named director of research. Hulleberg, 39, is currently the only woman serving as head of a major national radio representation firm.

Great News For Radio!

AM and FM stations all over the country
have been asking us for it and it's finally here...

THE OLDIES CHANNEL*

The greatest hits of the late 1950's, classics from the 1960's and the best of the 70's — in stereo — *live* 24 hours a day. And it's from the people known for *quality* satellite programming: Transtar. "The Oldies ChannelSM" has flexible spot load and is built to save you operating costs and personnel headaches, while it targets to the lucrative 25-54 adult market. "The Oldies ChannelSM" is available on a first come, first served basis.

Call and tell us about your needs. We'll listen and we'll help. But do it today while "The Oldies ChannelSM" is still available in your market.



Please send me more information on
"The Oldies ChannelSM":

Name/Title: _____

Station: _____

Address: _____

Phone: _____

Send To: Transtar Radio Network, Inc.
6430 Sunset Blvd. Suite 401
Los Angeles, California 90028

Better Yet, Call Right Now: 1-800-654-3904 (California 1-800-962-4653)

TRANSTAR
The Quality Satellite Network

*Service mark of Transtar Radio Network, Inc.

60's will be the core musical base for the new network, but we'll also sprinkle the format with classic cuts from the 50's, and the best of the early 70's."

The new format, primarily targeted to

men, 25-54, is scheduled to be launched May 1. Transtar currently has over 350 affiliates subscribing to one of its three 24-hour formats: adult contemporary, country and "Format 41."



Barrett signing. Entertainment reporter Rona Barrett (right) signs a new, one-year agreement with Westwood One Chairman Norm Pattiz to continue broadcasting her weekday entertainment reports over Westwood-owned Mutual Broadcasting in addition to hosting at least four hour-long celebrity interview programs for the Westwood One Radio Networks over the next 12 months. Barrett's 90-second weekday feature for Mutual, which began last April, is currently carried by more than 200 stations.

Playback

The Dallas-based Satellite Music Network is offering a new 90-second, daily (Monday through Friday) feature, *Speaking of Relationships*, to affiliates of its "Country Coast-to-Coast," "StarStation" and "Stardust" formats. The host of the series is counselor/therapist Ken Rudkin, who currently anchors the two-and-a-half-minute *Person to Person* program over KRLD(AM) Dallas. The new feature brings to six the number of SMN short-form series now on the air. The other SMN programs are: *Healthwatch*, *A Look at Sports*, *A Look at Business*, *Hollywood Insider* and *Automotive Digest*.

New York's Carnegie Corp. is sponsoring free distribution of *The Aging Society*, a new series of 13 half-hour, public affairs programs dealing with issues confronting older Americans. Featured in the series, distributed by Cinema Sound Ltd. and produced by Carnegie's Aging Society Project, are Dr. Benjamin Spock, Senator Patrick Moynihan (D-N.Y.), public opinion expert Daniel Yankelovich and authors Norman Cousins and Gloria Steinem. The programs may be used by either commercial or noncommercial stations and include one spot break. For information: CSL, 311 West 75th Street, New York 10023; (212) 799-6940.

NBC Radio Entertainment is planning a live, one-hour *Album Party* call-in/interview program featuring rock singer Peter Frampton for Feb. 27 at 10 p.m. NYT. Frampton will spotlight his new album, "Premonition." Host for the series is New York radio personality Dan Neer, whose production company, Torus Communications, produces the show.

Bonneville Broadcasting System, Northbrook, Ill., has launched an all-vocal "light" adult contemporary format that centers on "popular songs" of the 1960's, 70's and 80's. Called "Alpha," the new format, according to Jerry Donovan, vice president of sales and marketing for Bonneville, does not contain "the throbbing rock beat or drastic changes from one tune to the next." The target audience for "Alpha" is 25- to 49-year-olds.

Write stuff

Four plays have been selected from 1,900 entries as winners in the eighth annual Henny Penny Playwrighting contest, sponsored by the Children's Radio Theater. Written by 7-15-year-olds, the winning scripts are: *Mercury*, the *Fastest Kid in Town*, by the second and third graders of P.E. Williams Elementary School in Upper Marlboro, Md., about the childhood of the mythological messenger; *Word Traveler*, by Marisa Kantor, about a young girl's journey through the dictionary; *Syntax Error*, by Cecily Anne Schoen, about a computer date, and *A Play Extempore*, by Anne Barthel, a mystery. The plays will be performed before an audience at the John F. Kennedy Center For the Performing Arts in Washington on April 12 and broadcast live, via satellite, to noncommercial radio stations.

Continental's top performing 25 kW FM Transmitter speaks for a station you know*



Reliability and proven performance make Continental's 816R-3 compact FM transmitter a winner. Crisp clear signal, high fidelity, good stereo separation, very low noise and distortion, excellent frequency stability, simple installation, low power consumption make it a great

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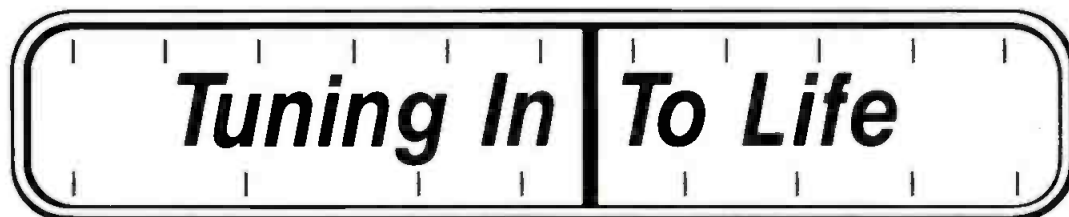
Fascinating interviews. Intriguing commentaries. Conversations with active mid-life and older women.

Your station can have this ongoing series – either via the AP and NPR satellites or reel-to-reel tapes.

And best of all, it's available to you *free*.

Tuning In To Life is a strong audience-building opportunity you can't afford to miss.

Call (202) 737-5840 or send the attached card today.



A radio series about mid-life and older women and the people in their lives.

Produced by Thea Marshall Communications • A public service of the American Association of Retired Persons.



CBS moves to divert advertising money going to animation

Network goes for early sales in Saturday morning to reclaim bite taken by syndicated product;

The three television broadcast networks, in an effort to stem the loss of advertising leaving their Saturday-morning schedules for syndicated programming played mostly at other times, have entered the market prior to its traditional early-spring opening. CBS, in fact, has already concluded some sales efforts that were launched earlier this year.

Leo Burnett has purchased time on the CBS Saturday-morning schedule "for all" of its children's accounts, including McDonald's and Kellogg, according to one Burnett executive. And Grey Advertising has concluded a deal with CBS worth "more than \$10 million," according to an executive at that agency. Grey accounts include General Foods and Kenner Toys. Sources also said that CBS has made deals with Dancer Fitzgerald Sample (General Mills) and Ogilvy & Mather (Mattel).

A CBS executive said the network's early move was a reaction to "the reality of the market." Traditionally selling occurs in as little as a week during the early spring, not long after advertising agencies prepare their children's budgets. According to Mark Goldstein, senior vice president, Ogilvy & Mather, agencies have been entering the children's market early to buy syndicated advertising (without having their budgets in place) in the past two years by making budget estimates. That, he said, can involve some risks.

Although ABC and NBC have not concluded any deals, those networks have also contacted agencies. "We have always acted responsibly and intelligently as circumstances dictate," said Diane Seaman, vice president, sales development and marketing, daytime and special programming at NBC. "We work not to get caught short."

The step-up of network selling within the daypart stems from syndicated animation's increasing slice of the advertising pie. Last year syndication took in an estimated 25% of television advertising billings in children's programming. According to Broadcast Advertisers Reports, advertising in children's programming totaled \$220 million in 1984. For the first nine months of 1985, total advertising stood at \$145.7 million. (The fourth quarter of each year is traditionally accounts for a large share of spending during the year because of the holidays.)

The increase in the number of syndicated shows last year led to an increase in the inventory of 30-second spots, some 6,000 units in all, according to one estimate. But

the boom times may be about over. According to the November 1985 Cassandra report, there were only a handful of rating successes in syndicated animation this year. Many believe the syndication market is approaching the point of diminishing returns, with room for only a limited number of shows to survive.

One of the reasons CBS chose to enter the market early was the increase in ratings and key demographics scored by its children's shows this season. (NBC remains the leader in households and ratings, however). In season-to-date averages (Sept. 22, 1985-Jan. 26 this year) for Saturday schedules from 8 a.m. to 1 p.m., CBS has increased its delivery of children, 2-11, by 19% (from a 10 rating to 11.9), and its delivery of children, 6-11, by 33% (from 9.8 to 13.1) over 1984-85. NBC leads in both categories in season-to-date ratings. In children, 2-11, it is up 1%, from 14.3 to 14.4, and in children, 6-11, its ratings have remained at 14.4. ABC is down 37% from 1984-85 in children, 2-11, and 35% in children, 6-11.

One of the benefits CBS is reaping with the improved ratings and demographics is an increase in the unit prices it is now charging advertisers, according to agency executives, although CBS has not increased its C-P-M. One agency executive said CBS had offered a price incentive to get into the daypart early and improved it upon negotiation. Last year, the executive said, his agency placed no business on CBS. He said CBS's early entry into the market could give agencies more leverage in dealing with syndicators because more advertising vehicles are available at this point in the year.

Despite CBS's early entry in the market, vendors of syndicated advertising report brisk business. Kaki Holt, vice president, advertising sales at Worldvision, which distributes *Rambo*, set for debut in 1986-87, said that show is already sold out through the first quarter of the season of its debut. Holt said that C-P-M's for *Rambo* have averaged 10% above what Worldvision charged last year for its *The Fantastic World of Hanna-Barbara* and *The Jetsons*. Karl Kuechenmeister, executive vice president, Lorimar-Telepictures, said that one-third of its children's inventory is now sold, putting the company "way ahead of last year." In addition to *Thundercats*, which, according to the November 1985 Cassandra rankings, was first among syndicated shows in its delivery of children, 2-11, with an 11.4 rating, Lorimar-Telepictures is now selling *Silverhawks* for 1986-87. C-P-M increases for 1986-87 availabilities at L-T are said to be above 10%.

In addition to getting into the market earlier, network salesman are pushing another issue to compete with syndicated animation—relaxation of the standards and practices governing advertising in children's shows. According to advertising executives

who spoke on the condition that they not be identified, sales executives at CBS and NBC have approached upper-level network management about a lowering of bars ("Closed Circuit," Feb. 3).

Although the National Association of Broadcasters television code—which governed advertising in children's programming—was withdrawn as part of an antitrust consent decree several years ago, the networks continue to adhere to standards similar to those of the code. Networks, for example, do not allow scenes in advertising showing children riding bicycles in a potentially unsafe way. Syndicators are finicky. Bumpers clearly separate commercials from programming on the networks. Bumpers are in shorter supply in syndication.

Because of network requirements, advertisers often produce two versions of a spot—one for syndication and one for network play. Network officials confirmed that other clients take the path of less resistance and make one spot for syndicated use. □

FCC hears minorities discuss ways to get greater slice of advertising pie

Most agree that problem exists but there is no agreement on solutions

The FCC has heard plenty of allegations that minority broadcasters aren't getting their fair share of advertising dollars.

At an en banc meeting last week, the commission also heard theories—which ranged from charges of outright racism to benign ignorance—on why that might be the case and what the commission might be able to do about it. Among the proposed cures: educating senior executives at advertising agencies and attempting to regulate to create a better world.

The National Black Media Coalition committed some concrete recommendations to paper. In a petition, it also asked the Federal Trade Commission to step in and regulate advertising agencies.

Although the FCC turned a sympathetic, but skeptical, ear to the complaints from minority broadcasters, its bottom line appeared to be that it lacked the jurisdiction to get involved. "I do not believe there's any role I can envision for this agency to play," said FCC Chairman Mark Fowler.

Commissioner James Quello, as did representatives of the major advertising agencies present, said he didn't believe that national advertising agencies discriminated against minority-owned stations. But Quello also said he thought such discrimination might be a possibility on the local level.

Everybody seemed to agree that financing was the major roadblock inhibiting minorities from increasing their presence in broadcasting. On that subject, Fowler also indicated that he didn't think regulation was the key. Fowler said he thought financial concerns should, on a voluntary basis, set something aside for financing minority operations. "If I were in your shoes, I would do that as part of making our country a better place to live," Fowler said.

Arthur Phillips, vice president for Drexel, Burnham, Lambert, however, said the competitive nature of Wall Street firms—and the focus on earning profits—militated against minorities getting special breaks. "Our criteria on Wall Street have to be primarily economic," Phillips said.

Ragan Henry, president of NEWSystems Group Inc., also committed several recommendations to paper. A financial tool Henry suggested: "Simply require, as a policy consideration, that those larger broadcasters in major transactions seeking waivers from the FCC leave one third of the fair market value of a major property invested as equity in a transaction with a minority buyer until the minority licensee has repaid its senior debt. Then allow the larger broadcaster to cash out at the fair market value of its investment at the time of cash out."

Henry said he didn't know of any ad agency that had ever given or subtracted credit from a station because it was owned by a minority. But Henry insisted that neutrality on ownership was a problem for the minority owner. "If one's goal is to promote and expand minority ownership, neutrality is better than prejudice but it still isn't good," Henry said. "Many national, regional and local companies have avowed policies in supporting minority businesses which are put into effect in their direct purchase programs from outside vendors. In this light, the neutrality of the advertising agencies is not only harmful to minority owners but, on its face, is contrary to the avowed policy of their client. The agency community ought by self-regulation or, if necessary, be required by legislation or regulation by an appropriate agency, to discover, communicate and observe the minority policy of the client in placing that client's advertising."

Henry also said that many ad agencies are erroneously of the opinion that blacks don't use certain kinds of products that they do. "Whether or not the roots of such problems are grounded in prejudice or ignorance, the result is the same to the broadcast property affected; its chances of success are lessened because of beliefs that are wrong, outdated, inappropriate and discriminatory," Henry said.

In a letter to FCC Chairman Mark Fowler, NBMC urged the commission to seek legislation from Congress that the coalition said would increase the amount of credit extended to minority-owned broadcast operations. Among the options NBMC suggested: the creation of a "cooperative bank" with federal funds that would specialize in extending credit and guarantees to minority-owned broadcast and telecommunications ventures; provision for the "systematic review" of the loan portfolios of banks that specialize in broadcast lending to insure they

have attempted to extend credit to minority companies, and authorization of funds for the FCC to hire an experienced financial analyst to advise minorities and to conduct a series of seminars for banks and other financial institutions on the nature of the industry and the financial analysis used to evaluate broadcast financing proposals. NBMC also asked the FCC to amend its broadcast EEO program form (Form 396) to "ask stations, at renewal time, whether they do business only with advertising agencies which do not engage in discrimination."

In a petition to the FTC, NBMC asked that commission to declare it unlawful for an advertising agency or advertiser to discriminate against minority media in placing advertising time and space and to require ad-

vertisers and ad agencies to submit annual statistical reports indicating both the usage of advertised products and services by race and the percentage of ad time and space "as well as such supportive and explanatory data and other documentation as might be necessary to determine both industry trends and individual company compliance with FTC rules and policies."

Fowler, however, also said he would be "delighted" to speak informally to the AAAA. "if we can help that way." Fowler also had some choice words to offer on the subject of stereotyping: "We continue to be attacked by members of minority groups, when we really do care," Fowler said. "That's one of my frustrations . . . I think we've done a hell of a lot." □

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How Wirth would fix broadcasting

He calls for White House conference on TV, another Carnegie study on funding public broadcasting, citizen movement to improve TV

House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), in a speech last week at Stanford University in Palo Alto, Calif., looked at television last week and saw what Newton Minow saw in 1961—a wasteland. Like Minow, Wirth has ideas on how to make the wasteland flower. Wirth's include a White House conference to "spotlight the potential of television," another Carnegie Commission to find out how to finance public broadcasting, the establishment of a Center for Telecommunications and Society at Stanford, and the creation of a citizen movement to "protect, develop and elevate our TV environment."

Wirth also suggested bringing "together our best media minds and interests under the leadership of a John Gardner (Stanford trustee and former HEW secretary) to examine how the electronic media can be more re-

sponsive to public needs when they seem to conflict with the media's commercial priorities."

In Wirth's call for a citizen movement, he said that he is urging citizen activism, "not media vigilantes that would seek to impose their ideological litmus test on network or local news coverage, by waging proxy contests for corporate control or by other means." Furthermore, he continued. "I would hope that broadcasters, cable operators and programmers would welcome such audience activism—would invite criticism, analysis and questioning."

He said he would like to see the new movement begin at Stanford (where he obtained a PhD in education). "There is a place here for a Center on Telecommunications and Society, an ivory tower placed high enough to see clearly, to think well, and to raise our sights."

The chairman praised the National Association of Broadcasters for joining with citizen groups to launch a national public service campaign against drunk driving. He added: "This broadcast group has undertaken another voluntary initiative that I am working with them to develop—a national telethon or other fund-raising event to sup-

port public broadcasting."

Wirth pointed out that he has often been a critic of the broadcast media, adding that "some may find it strange that my message today is in fact the motto of the broadcasters themselves: all power to the audience." The problem, he said, is to make the audience assert its power. "In the words of 1960's activists, 'If you're not part of the solution, you're part of the problem,'" said Wirth. "The challenge is how, together, we can develop the potential of our electronic media resources, how we can cultivate the wasteland and control its hazards."

Wirth restated his view that because broadcasters are given "free of charge by the government—an extremely valuable license to use the public's scarce airwaves," they, "as public trustees, should give the public 'something' back in return."

The "something" will not be delivered by market forces alone, said Wirth. The market, he said, "responds to the promise of profit and the pressure of mass tastes—often the lowest common denominator. So market forces must be balanced by government efforts to set public interest, public service standards as well."

He cited the fairness doctrine as such a standard. It insures, the chairman said, that all sides of public controversies are aired. "This doctrine is not a government regulation to chill or inhibit speech as the FCC has suggested in seeking its repeal," said Wirth. "It is simply a statement by the government saying: 'Let there be more speech—let's make sure that a broadcaster who is licensed to serve the public transmits not only his views, but the other side's as well.'"

Another example of "public policy in service to the public interest" has been the development of new video services by "undoing a regulatory scheme that protected the existing players, against healthy, innovative competition," Wirth said. "We now have an all-news channel, a 24-hour public affairs channel, an all-music channel, a financial-news channel and even an all-weather channel. Programming tastes which traditional broadcasters barely sampled can now be widely satisfied." In the midst of all this change, however, he said that there were cries for protectionism—with government "often beseeched to squelch competition."

For instance, Wirth noted: "AM radio broadcasters sought protection against the challenge of FM. VHF television stations wanted regulators to kill UHF in its cradle. Over-the-air broadcasters tried desperately to restrain the cable industry. Finally, low-power television and multichannel MDS have begun to break through the regulatory logjam. Now the cable industry is having its problems adjusting to the competitive threat of the backyard satellite dish."

Although diversity has been fostered, the marketplace, Wirth argued, "does not and cannot respond to many needs," among



Neil Rockoff

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Formerly President of Storer Radio Division, owner of KBZT-FM, San Diego, and most recently owner/operator of WNWS-AM, Miami, Neil brings over twenty years of major market broadcasting experience to our team. With key staff and line management positions and experience with CBS, Storer, RKO, Christal and Blair, Neil knows all aspects of the radio business and the industry well. After an initial stay in Washington, Neil will be headquartered in our Chicago office.

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2/17/86

them the needs of children. "The gap between what television could deliver and what it does provide is deepest in the field of children's programs," said Wirth. He decried the "vast array of animated shows pro-

duced for children—not developed to enlighten, teach or enrich the nation's kids, but developed instead to enrich the toy makers who turn their products into cartoon characters." □

Changing Hands

PROPOSED

KONO(AM)-KITV(FM) San Antonio, Tex. □ Sold by Mission Broadcasting to Duffy Broadcasting for \$11 million. Seller is owned by Jack Roth, who has no other broadcast interests. Buyer is Dallas-based group of two AM's and three FM's owned by Robert Duffy, Martin Greenburg and Patrick Delaney. KONO is on 860 khz with 5 kw day and 1 kw night. KITV is on 92.9 mhz with 100 kw and antenna 450 feet above average terrain. Broker: *Americom Radio Brokers*.

WEBN(FM) Cincinnati □ Sold by Circe Communications to Jacor Communications Inc. for \$8 million cash and 1 million shares of Jacor common stock (representing 14.54% of all Jacor stock). Seller is owned by Frank E. Wood, who also owns WQMF(FM) Jeffersonville, Ind. Buyer is publicly owned, Cincinnati-based group of five AM's and five FM's. Terry Jacobs is chairman and largest stockholder. Among stations owned is WURD(FM) Georgetown, Ohio, which has contour overlap with WEBN. Jacor asks FCC for temporary waiver of one year to divest WURD. WEBN is on 102.7 mhz with 16.6 kw and antenna 876 feet above average terrain.

WKN(AM) North Charleston and WDXZ(FM) Mount Pleasant, both South Carolina □ Sold by Dudley Communications Inc. to Caravelle Broadcasting for \$2,825,000, comprising \$2.5 million cash and remainder note at 10% over 5 years. Seller is owned by Bill Dudley, who has broadcast interests. Buyer is principally owned by Bob Beacham and Howard Schrott. It owns WISP(AM) Greenville-New Bern and WQDW(FM) Kinston, both North Carolina, WQFX-AM-FM Gulfport, Miss., and WIOU(AM)-WZVZ(FM) Kokomo, Ind. WKN is daytimer on 910 khz with 500 w. WDXZ is currently on 104.7 mhz with 3 kw and antenna 300 feet above average terrain. It owns construction permit to move to 104.5 mhz, increase power to 50 kw and antenna height to 500 feet, with construction to be completed by closing, expected in mid-July. Broker: *Americom Radio Brokers*.

WNFL(AM) Green Bay, Wis. □ Sold by Communications Properties Inc. to WinCom Communications Group Inc. for \$1.8 million. Seller is Dubuque, Iowa-based group of four AM's and two FM's owned by Phillip Kelly and Richard Voight. Buyer is principally owned by Donald Winther and G. Woodward Stover. It owns WHFB-AM-FM St. Joseph, Mo., and is also buying WKAU-AM-FM Kaukauna, Wis., but spinning off WKAU(AM) (see below). WNFL is on 1440 khz with 5 kw day and 500 w night.

KVSO(AM)-KKAJ(FM) Ardmore, Okla. □ Sold by Ardmore Broadcasting Co. and OKTEX Inc., respectively, to Pat Nugent for \$1,750,000. Seller is owned by Harold G.

McEwen, who has no other broadcast interests. Buyer owns KCPI(AM) and FM construction permit in Gonzales, Tex. KVSO is on 1240 khz with 1 kw day and 250 w night. KKAJ is on 95.7 mhz with 100 kw and antenna 450 feet above average terrain. Broker: *Norman Fischer & Associates*.

WKAU-AM-FM Kaukauna, Wis. □ Sold by For-

ward Communications Inc. to WinCom Communications Group Inc. for \$1.5 million cash. Seller is Wausau, Wis.-based group of four AM's, four FM's and five TV's principally owned by William E. Simon and Raymond Chambers. Buyer is also buying WNFL(AM) Green Bay, Wis. (see above). To comply with FCC duopoly rules it will spin off WKAU(AM) (see below). WKAU is daytimer on 1050 khz with 1 kw. WKAU-FM is on 104.9 mhz with 1 kw and antenna 480 feet above average terrain.

WEAW(AM) Evanston, Ill. □ Sold by Forus Communications Inc. to Polnet Communications Inc. for \$1.2 million cash. Seller is owned by Simon Rosen (25%), Lind Carl Voth (25%) and Lee Hague (50%). Voth and Rosen own St. Petersburg, Fla.-based group

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Pioneer honors. Stanley S. Hubbard, president and chief executive officer of Hubbard Broadcasting (center), and Art Schrerber, vice president and general manager, Hubbard's KOB-AM-FM Albuquerque, N.M. (second from right), display the Broadcast Pioneers' 23d Golden Mike Award plaque during a banquet at New York's Pierre hotel honoring KOB(AM) for its service to the community. Also present were (l-r): Ward L. Quaal, president of the Ward L. Quaal Co., a Chicago-based broadcast consulting firm, and Virginia Hubbard (daughter of Stanley S.), manager of advertising and promotion, KSTP-TV St. Paul, who are pictured holding honorary inscription to Stanley E. Hubbard, founder of Hubbard Broadcasting, and Stanley E. Hubbard II, vice president, Hubbard Broadcasting (far right).

of four AM's and one FM. **Buyer** is owned by Walter K. Kotaba, Chicago-based investor with no other broadcast interests. Wew is daytimer on 1300 khz with 5 kw. 31.

WROD(AM) Daytona Beach, Fla. □ Sold by Daytona Beach Radio Ltd. to LaPaz Broadcasting Inc. for \$1.2 million, including \$100,000 noncompete agreement. **Seller** is principally owned by Barry Gerber, who has no other broadcast interests. **Buyer** is owned

by Anthony deHaro Welch and his wife, Shirley. He was former general manager of KRLD(AM) Dallas. WROD is daytimer on 1340 khz with 1 kw. **Broker:** R.A. Marshall & Co.

WKAU(AM) Kaukauna, Wis. □ Sold by Win-Com Communications Group Inc. to Quinn Martin for \$500,000 cash. **Seller** is spinning-off station (see above). **Buyer** is Milwaukee attorney with no other broadcast interests.

Broker: Blackburn & Co.

WGAI(AM) Elizabeth City, N.C. □ Sold by Elek Seymour to William S. Ray for \$400,000 in note at 10% over 10 years. **Seller** owns 12 AM's and eight FM's. He is purchasing two AM's and an AM-FM combination and selling two AM-FM combinations and an FM station (see "Changing Hands," Feb. 3 and 10). **Buyer** is owner of Richmond, Va.-based satellite network, AgriNet. It has no other broadcast interests. WGAI is on 560 khz with 1 kw day and 250 w night. **Broker:** Media Marketing Associates.

For other proposed and approved sales see "For the Record," page 76.

Ellis reports hiring shifts

Study shows women making strides but minorities falling behind

According to a report on minority employment presented at a conference sponsored by the NAB last week, "black men, to some degree Asian-Americans, and a great degree native Americans, are becoming endangered groups in the industry." The "Caucus of Minority Executives in Media" was convened by NAB to review the status of minority employment in broadcasting and allied industries.

The report, given by Dwight Ellis, NAB vice president for minority and special services, examined trends in minority employment over the past five years. In summary, Ellis noted that "while white women increased their share of commercial broadcast employees in 1985 compared to 1984 by 1,125 and Hispanic men increased by 379 and Hispanic women by 343, black women increased by only 135 and black men by 113." It implies, he said, a "shifting trend toward the increased employment of women—both white and minority—while the employment of black males, Asian-Americans in general, and native Americans in particular, is decreasing."

That trend was also noted in the remarks of the conference's keynote speaker, Percy E. Sutton, chairman of Inner City Broadcasting Corp., New York. (Sutton was unable to attend the meeting. His remarks were delivered by Inner City's Bill Shearer, KGFI(AM) Los Angeles.) "It troubles me that while the numbers of minorities in broadcasting have increased over the past five years, the percentages of black males is decreasing and patterns show that the ranks of white women and Hispanics are increasing at the expense of the continued growth of blacks, Asians and native Americans in the industry," Sutton's speech said. "I am also troubled by the disproportionate share in ownership and entrepreneurship held by blacks and other minorities in broadcast stations, cable systems, newspaper dailies and independent television and recording companies," Sutton added.

He emphasized, however, that it is up to minorities to keep the pressure on corporations to increase minority employment. And he called on the broadcasting executives attending the caucus to "face the question of

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whether we are now or will be in the future, part of the solutions of the survival of minorities in the media."

Panel agrees that increased financing would help minorities increase station ownership

The bottom line in minority broadcast ownership is money, according to a panel at the NAB's conference on the status of minorities in broadcasting and allied industries. "You can't buy a very good property in a good market any more for three to seven million dollars," said Ragan Henry, president, NEWSystems Group Inc. Lenders are now willing to give minorities loans in the five to seven million dollar range, he said, but "you've seen radio stations selling for \$40 million." When a minority representative goes to a lender to borrow "\$25 million to buy a radio station, the comfort level starts to disappear," he said.

As for those minorities already in broadcasting, "many of the black owners have mortgaged their grandchildren," said Jim Hutchinson, president, Interurban Broadcasting. AM stations that are technically lacking are often purchased by minorities, he said. FM owners can face expenditures of up to \$1.3 million, said Hutchinson, in meeting FCC requirements, effective in March 1987, for upgrading facilities that are now under maximum standards.

John Oxendine, president of Broadcast Capital Fund Inc., a lending organization set up by the NAB to help minorities, cautioned first-time broadcasters not to buy overpriced stations, and to make sure cash flow is sufficient to pay off debt. "If you can find a property that is expense-driven... if you can hold down expenses and hold on for a while, you might be able to make some money," he said.

Robert E. Lee Jr., president of Silver Star Communications, cautioned minority broadcasters to make careful projections. "It all looks good on paper, but... dollars just don't flow like that," he said. He warned against buying an existing property that has already reached its growth potential. Lee said minorities need to rise to a position where they can turn down deals or loans.

Bertram Lee, president, New England Television Corp., urged minority broadcasters to consider collaboration and joint ventures. But "I would think that in many ways finding a business partner is more difficult than finding a spouse," he said.

The issue of discrimination in advertising was raised by Henry, who said formats rather than owners are discriminated against. "They say no black, no urban," he said. According to Henry, advertisers have misconceptions about minority consumers. "You would be surprised the products [advertisers believe] blacks don't buy," he said.

Panel moderator Nancy Waters, president, Waters Broadcasting Corp., invited audience members to "spend a week with me to see what ownership is really like. It's fun, it's exciting, but it's a lot of work." And Henry pointed out that of the panel members—a former athletic manager, lawyer, management consultant, state legislator and two bankers—none were former broadcasters. □

CBS/Broadcast Group reports profit drop

There was little way to make the fourth-quarter results from CBS/Broadcast Group look good. Revenue of \$815.5 million was down 3%, and operating profit of \$76 million dropped 43%.

But full-year results for 1985 didn't look as bad. Operating profits in the year were \$360.6 million, down 12% from 1984's recordsetter, but they were up 24% from 1983. Revenue, which was \$2.87 billion, was up 2% over 1984 and up 17% over 1983. The growth of expenses, approximately 10% in 1984, was last year held to 5%.

There was good news from both the owned-television stations and radio divisions as each showed new record revenue and profit. But the television network appar-

ently had a reduction in both revenue and profit. The company reported "lower profits at the television network, reflecting the weakness of the national television advertising marketplace, particularly in advertising sales for sports programming."

For CBS Inc., operating profits declined 42% in the fourth quarter and 20% in the full year. Revenue was barely ahead of last year, moving 1% ahead in the fourth quarter to \$1.35 billion, and 2% ahead for the full year, to \$4.76 billion.

The company registered a five-fold full-year increase in net interest expense, to \$87.2 million, most of it associated with last fall's billion-dollar stock-repurchase program. □



Promoting Goodwill. Ted Turner and the Soviet co-sponsors of the Goodwill Games, slated for Moscow, July 5-20, held a two-day seminar in Rome to increase interest among broadcasters throughout the world for the games. On one panel: Robert Wussler, executive vice president, Turner Broadcasting System; Primo Nebiolo, president, International Track and Field Federation; Anatoly Kolesov, vice chairman, Soyuzsport; Turner, and Henrikas Yuskivaitshus, Gosteleradio. So far, Australia, Puerto Rico, Argentina, Venezuela and several Eastern bloc nations have agreed to broadcast the games. In the U.S., 53 stations have signed up to carry the games along with Turner's WTBS(TV) Atlanta.

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Luisi wins round in case against JWT

A former senior vice president of J. Walter Thompson Co. who was dismissed in 1982 and then filed a \$50-million libel suit against the JWT Group, has won a legal skirmish in the long proceeding.

The Appellate Division of the New York State Supreme Court affirmed a ruling of a lower court that Marie Luisi, who headed the financially troubled television program syndication unit of JWT, had cause for action for a libel trial against the advertising-communications giant. But the court did not evaluate the merits of her libel claims.

Luisi was discharged after Thompson conducted an investigation and uncovered financial irregularities. Thompson said fictitious entries in its computer accounted for \$30 million in revenue irregularities over four years, starting in 1978.

Central to the case is a JWT press release issued in 1982 that referred to Luisi as "responsible" for the barter syndication unit's improprieties. Luisi's attorneys contend the press release to injured Luisi's business reputation. Thompson lawyers say the word "responsible" is open to interpretation. Thompson lawyers say Luisi's interpretation is that the word, "responsible," charges her with active wrongdoing and computer fraud, while they maintain that as head of the syndication unit, Luisi must bear responsibility in an organizational sense for what happened during her stewardship. □

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Affiliated	Fourth	\$99,451	1	\$10,926	19	\$0.60
	Year	\$367,311	7	\$30,958	13	\$1.69
CBS	Fourth	\$1,347,300	1	\$55,400	53	\$2.23
	Year	\$4,755,600	2	\$27,400	-87	\$0.81
Josephson	Second	\$65,703	5	\$380	NM	\$0.08
MCA	Fourth	\$623,866	26	\$51,738	178	\$0.69
	Year	\$2,098,525	27	\$149,959	58	\$2.02
New York Times Co.	Fourth	\$385,211	14	\$30,217	10	\$0.75
	Year	\$1,393,772	13	\$116,318	16	\$2.90
Pico Products	First	\$6,039	13	(\$196)	NM	\$0.06
TCA Cable TV	Fourth	\$11,616	19	\$1,731	11	\$0.20
	Year	\$43,622	24	\$6,443	15	\$0.74

* Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.

Affecting net earnings of **Affiliated Publications** were sale of radio stations which company said increased net earnings by \$3.8 million for year and \$1.7 million in fourth quarter. Decreasing net income was equity in losses of affiliate company McCaw Communications (45%-owned by Affiliated). Cable and paging acquisitions and cellular start-up expenses of McCaw, reduced full-year earnings of Affiliated by \$7.7 million, and fourth-quarter earnings by \$2 million. ■ For CBS results, see page 73. ■ In previous second quarter, **Josephson** had loss of \$413,000. Income from continuing operations for most recent quarter dropped 71% to \$248,000. Company received \$132,000 tax benefit from loss carryforward. Company said that in radio division, Milwaukee had "disappointing results" whereas those from Columbus, Ohio, and Tidewater, Va., "continue on a strong upward trend." ■ Making minor contribution to **MCA's** revenue and operating income gains was LUN Toys, purchased mid-way through year. Affecting net income was 70% decrease in net interest income for fourth quarter, to \$1.2 million, and 56% decrease for year, to \$17 million. Income taxes jumped seven fold in fourth quarter, to \$21 million, and eight fold for year, to \$58.3 million. Operating income increased 238% in fourth quarter, to \$73.7 million, and 118% for year, to \$215.1 million. Outpacing overall MCA revenue gain was that

recorded by television division, which jumped 32% in fourth quarter, to \$175.5 million, and 35% for year to \$528.4 million. Revenue for home video and pay television division jumped 33% in fourth quarter, to \$60.7 million, and 49% for year, to \$238.3 million. ■ Operating income for **The New York Times** increased 22% in fourth quarter, to \$57.5 million, and 21% for full year, to \$213.1 million. Net interest expense increased nine-fold in fourth quarter, to \$7.9 million, and five-fold for year, to \$19.6 million. Higher borrowing was for acquisitions, including late-fourth-quarter purchase of WNEP-TV Wilkes-Barre/Scranton, Pa. Revenue for broadcast group grew 21% in fourth quarter, to \$19.8 million, and 14% for full year, to \$68.6 million. Operating income grew 26%, to \$4.2 million, and 27%, to \$10.9 million, respectively. Cable operations had 7% increase in basic subscribers, which now stands at 130,000. ■ **Pico Products** had \$469,373 net loss in first quarter of previous year. Company said: "Management believes the company's cost cutting efforts and redirection toward the home satellite reception market are bringing Pico Products back toward profitability after its record losses in fiscal 1985." ■ **TCA Cable TV** said that cash flow (operating income before depreciation) grew 11% in fourth quarter to \$5.7 million, and 19% in full year to \$21.5 million. As of Oct. 31, 1985, Tyler, Tex.-based MSO had 241,281 basic subscribers. Average monthly revenue per subscriber was \$16.31.

NORTHEAST COMMUNICATIONS, INC.

has acquired the assets of

KMLB/KWEZ

Monroe, Louisiana

from

CYRENE BROADCASTING CORP.

for

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Our Associate Ernie Pearce initiated the transaction and assisted in the negotiations.



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TELECASTINGS



Reformulated soap

NBC's daytime drama, *Search for Tomorrow* (Mondays-Fridays, 12:30-1 p.m. NYT), will introduce a new formula on Feb. 26. The soap opera is consolidating all of its characters in one apartment building after its Feb. 25 episode, when the fictional town of Henderson will be destroyed by a flood. The series's executive producer, John Whitesell II, said 15 new sets with multiple rooms will be created by June, and a new logo and rock music theme will be introduced with the Feb. 26 episode. "The only difference between starting a new show and doing what we intend to do is this: We have the advantage of having established people that the audience already cares about," he said.

Irish examination

Lionheart Television International has sold *At the Edge of the Union* to PBS. The controversial BBC production documents political extremism in Northern Ireland. It was banned from British television for two months (but later shown) because it was thought to be politically explosive. The documentary follows the lives of two Londonderry politicians—Martin McGuinness, a Catholic member of Ireland's Republican Sinn Fein party and the man rumored to be the IRA's chief of staff, and Gregory Campbell, a hard-line Protestant loyalist who believes that shooting to kill is the only defense against the IRA. PBS will air the one-hour program in the spring of 1986.

Political awareness

The Miller Brewing Co.'s "Gallery of Greats: 20th Century Black Political Firsts," a collection of oil paintings to be unveiled in Washington tomorrow (Feb. 18), was the basis for five 60-second, public service announcements produced for television airing during February, Black History Month. The subjects—Mary McLeod Bethune, Andrew F. Brimmer, George L. Brown, Shirley Chisholm and Eleanor Holmes Norton—were among the black Americans elected or appointed to important public office in the 20th century. The PSA's were narrated by Miller's director of corporate communications, Obrie Smith, and created by Washington-based Patricia Barrio & Associates. They were sent out by satellite to 700 stations and on tape to 120 others.

Chinese football

President Reagan apparently need not settle for what was, thus far, probably his largest television audience—120 million who tuned in for Super Bowl XX and saw him inter-

viewed before the game by NBC anchor Tom Brokaw. The President recorded an introductory message to a taped version of the Chicago Bears' 46-10 victory over the New England Patriots for airing in China, with play-by-play dubbed in Chinese. White House spokesman Larry Speakes said the project is the work of "members of the Chicago community." And the viewing audience of the Chinese Central TV network, he added, could be as much as 300 million.

AIDS activity

The Public Broadcasting Service will air a seminar on acquired immune deficiency syndrome in the work place from 1 to 4 p.m. NYT on March 26. The show will air live and include "a panel of experts" discussing legal, medical and public policy concerns of employers and employees about AIDS, PBS said. The show is one of five seminars included in the launch of PBS's National Narrowcast Service which began Feb. 3; the service delivers video-based educational

and training programs to employees at work sites. (NNS, which plans nationwide service next fall, uses microwave channels, addressable cable and direct satellite to transmit programs.)

Grade not made

Twenty-six percent of Washington area high school seniors cannot locate the United States on a map of the world, 33% do not know at what temperature water freezes, and 39% cannot name the last five U.S. Presidents, according to a survey conducted by WTTG-TV Washington. The station tested 500 students at four area schools—one in Virginia, one in Maryland and two in Washington—using 10 social studies/history questions and nine geography/science questions. After airing its special report, "Making the Grade," on its 10 p.m. news, WTTG received more than 200 calls—mainly from teachers wanting to administer the test.

GRIFFIN TV, INC.

Duane Harm, President

has acquired

KPOM-TV

NBC Network



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Our Associate Brian Cobb initiated the transaction and assisted in the negotiations.



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For the Record

As compiled by BROADCASTING, Feb. 6 through Feb. 12, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

■ WCAI(AM) Fort Myers, Fla. (1350 khz; 1 kw-D)—Seeks assignment of license from C.L. Teusent, trustee in bankruptcy for WCAI Radio, to The Illini Corp. for \$350,000, comprising \$75,000 cash and remainder note. Seller has no other broadcast interests. Buyer is owned by Roger Coleman (60%), William Hausen (20%) and Shelby Harbinson (20%). Coleman is former owner of WRAM (AM) Monmouth, Ill. Hausen is general manager of WJOL (AM)-WLLI(FM) Joliet, Ill., and has interest in KBUR(AM)-KGRS(FM) Burlington, Iowa, and WJRC(AM) Appleton and WROE(FM) Neenah-Menasha,

both Wisconsin. Harbinson is general manager of WTAX(AM)-WDBR(FM) Springfield, Ill. He also has interest in WDAN(AM)-WDNL(FM) Danville, Ill., and KUSV-AM-FM Beloit, Kan. Filed Feb. 3.

■ WIGL(AM) Augusta, Ga. (1050 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Sunny Communications Inc. to J.R. McClure for \$150,000. Seller is principally owned by Keymarket Communications, North Augusta, S.C.—based station group of three AM's and six FM's. Buyer owns WMAX(AM) Grand Rapids, Mich., and KKKK(FM) Odessa, Tex. Filed Feb. 5.

■ WCKJ(AM) Augusta, Ga. (1230 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Paine College to Albert J. Sealls for \$187,000. Seller is nonprofit corporation with no other broadcast interests. Buyer has no other broadcast interests. Filed Jan. 30.

■ KLHI-FM Lahaina, Hawaii (101.1 mhz; 100 kw)—Seeks transfer of control of Pacific Isle Broadcast Inc. from Joel and Debbie Bump to Kenneth S. Hayashi Corp. for \$20,000. Sellers have no other broadcast interests. Buyer is owned by Kenneth Hayashi, who has no other broadcast interests. Filed Jan. 29.

■ WEAU(AM) Evanston, Ill. (1300 khz; 5 kw-D)—Seeks assignment of license from Forus Communications Inc. to Polnet Communications Inc. for \$1.2 million cash. Seller is St. Petersburg, Fla.-based group of four AM's and one FM. Station is owned by Simon Rosen (25%), Lind Carl Voth (25%) and Lee Hague (50%). Buyer is owned by Walter K. Kotaba, Chicago-based investor with no other broadcast interests. Filed Jan. 31.

■ KTRF(AM)-KLFO(FM) Lyons, Kan. (AM [CP]: 840 khz; 250 w-D; FM: 106.1 mhz; 100 kw; HAAT: 350 ft.)—Armer Communications Inc. to David Waters for \$360,000 cash. Seller is owned by Lance Armer, who has no other broadcast interests. Buyer is former general manager of

KEBQ(FM) Ardmore, Okla., which is owned by his mother, Claudia. Filed Jan. 29.

■ WBAQ-FM Greenville, Miss. (97.9 mhz; 26.5 kw; HAAT: 150 ft.)—Seeks assignment of license from Yvonne P. May to Paul C. Artman for \$10,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 5.

■ KDKD-AM-FM Clinton, Mo. (AM: 1280 khz; 1 kw-D; FM: 95.3 mhz; 3 kw; HAAT: 200 ft.)—Seeks transfer of control of Clinton Broadcasting Co. from John T. Lockton (88%) and three others to Clinton Broadcasting Co. for assumption of liabilities. Sellers are also applicants for new FM in Clinton, Iowa. Buyer is owned by Randal K. Boesen, who owns KMMJ(AM) Grand Island, Neb. Filed Jan. 28.

■ KECK(AM) and KLGT(FM) [formerly KHAT(FM)] Lincoln, Neb. (AM: 1530 khz; 5 kw-D; FM: 106.3 mhz; 2.9 kw; HAAT: 145 ft.)—Seeks assignment of license from J-P Enterprises Inc. to TM Broadcasting Inc. for \$1,025,000, comprising \$750,000 cash and remainder shares in buyer. Seller is principally owned by Karan A. Shelley, Mildred Early, Susan Early and Karman Parker. It has no other broadcast interests. Buyer is group of 20 headed by Patrick Shaughnessy. It has no other broadcast interests. Filed Feb. 4.

■ WKIP(AM) Poughkeepsie, N.Y. (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Seneca Broadcasting Corp. to WKIP Broadcasting Inc. for \$1.1 million cash including \$100,000 consulting agreement. Seller is owned by Jerome Lipper, who has no other broadcast interests. Buyer is owned by Richard Novik, who is also selling WPUT(AM) Brewster and WRVH(FM) Patterson, both New York (pending FCC approval, "Changing Hands," Feb. 3). Filed Jan. 31.

■ WGAI(AM) Elizabeth City, N.C. (560 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Ellek Seymour to William S. Ray for \$400,000 in note at 10% over 10 years. Seller owns 12 AM's and eight FM's. He is purchasing two AM's and an AM-FM combination and selling two AM-FM combinations and an FM station (see "Changing Hands," Feb. 3 and 10). Buyer has no other broadcast interests. Filed Jan. 29.

■ WEBN(FM) Cincinnati (102.7 mhz; 16.6 kw; HAAT: 876 ft.)—Seeks assignment of license from Circe Communications to Jacor Communications Inc. for \$8 million cash and 1 million shares of Jacor common stock (representing 14.54%). Seller is owned by Frank E. Wood, who also owns WQMF(FM) Jeffersonville, Ind. Buyer is publicly owned, Cincinnati-based group of five AM's and five FM's. Terry Jacobs is chairman and largest stockholder. Among stations owned is WURD(FM) Georgetown, Ohio, which has contour overlap with WEBN. Jacor asks for temporary waiver of one year to divest WURD. Filed Feb. 4.

■ KIHK(AM)-KCGB(FM) Hood River, Ore. (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 105.5 mhz; 3 kw; HAAT: minus 460 ft.)—Seeks transfer of control of Columbia Gorge Broadcasters Inc. from Paul E. Walden to Greg P. Walden and his wife, Mylene, for \$200,000 note at 10% over 20 years. Seller has no other broadcasting interests. Buyer is son of seller and has no other broadcast interests. Filed Jan. 31.

■ WEEB(AM) Southern Pines, N.C. (900 khz; 10 kw-D)—Seeks assignment of license from Younts Broadcasting Co. to Richardson Broadcasting Group for \$290,000 cash. Seller is owned by Jack Younts and his wife, Elizabeth. They have no other broadcast interests. Buyer is owned by Lawrence E. Richardson, who has no other broadcast interests. Filed Feb. 4.

■ WWCR(AM) Brentwood, Tenn. (560 khz; 500 w-D)—Seeks transfer of control of American Media Productions from Biff Collie (49% before; 26% after) and Thomas C. Carter (51% before; none after) for \$51,000. Sellers have no other broadcast interests. Buyer is group of 11 with Collie largest stockholder. Two other buyers, J.C. Arnerly and David Moran, own WKBA(AM) Vinton, Va. Filed Jan. 31.

■ WPBB(AM) Romney, W.Va. [CP]—Seeks assignment of license from Pices Broadcasting Co. to Hampshire Communications for \$7,000, comprising \$3,500 for equipment and \$3,500 for noncompete agreement. CP is transferred for no consideration. Seller is owned by Peter K. Hons, who has no other broadcast interests. Buyer is owned by Frank Pingree and Chartcom Inc., owned by Warren Gregory and his wife, Judy. It owns WKZE(AM) Sharon, Conn. Filed Feb. 5.

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New Stations

FM's

- Salisbury, Conn.—Salisbury Broadcasting Corp. seeks 98.1 mhz; 3 kw; HAAT: 289 ft. Address: Route 292, Pateron, N.J. 12563. Principal is owned by Richard D. Novik, who is selling WPUT(AM) Brewster and WRVH(FM) Patterson, both New York (pending FCC approval, "Changing Hands," Feb 3) and buying WKIP(AM) Poughkeepsie, N.Y. (see "Ownership Changes"). He is also applying for new FM in Arlington, N.Y. (see below). Filed Jan. 23.
- Salisbury, Conn.—Victor F. Germack and Lori Sheppard seek 98.1 mhz; 3 kw; HAAT: 253 ft. Address: Route 7, 06039. Principals are husband and wife, with no other broadcast interests. Filed Jan. 22.
- Salisbury, Conn.—Alice Kaltman seeks 98.1 mhz; 3 kw; HAAT: 328 ft. Address: Box 386, 06068. Principal has no other broadcast interests. Filed Jan. 23.
- Salisbury, Conn.—Chartcom Inc. seeks 98.1 mhz; 3 kw; HAAT: 328 ft. Address: Main Street, Box 6A, Sharon, Conn. 06069. Principal is owned by Warren Gregory and his wife, Judy. It also owns CP for WKZE(AM) Sharon, Conn. Filed Jan. 22.
- Salisbury, Conn.—Family Stations Inc. seeks 98.1 mhz; 3 kw; HAAT: 328 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonstock corporation headed by Harold Camping. It owns three AM's, six FM's and holds CP's for 10 new FM's and new TV in Stockton, Calif. It is also application for four AM's, 43 FM's and new TV in Newton, N.J. Filed Jan. 23.
- Salisbury, Conn.—C.G. Associates of Salisbury seeks 98.1 mhz; 3 kw; HAAT: 328 ft. Address: 28 Monroe St., Branford, Conn. 06405. Principal is owned by Kathleen Ahern (40%) and Carl Grande (60%). Grande is also application for two new FM's. Filed Jan. 23.
- Crisfield, Md.—Cablevision of Crisfield seeks 96.9 mhz; 1.6 kw; HAAT: 453 ft. Address: 1655 N. Fort Meyer Dr., Arlington, Va. 22209. Principal is limited partnership headed by Calvin Sutliff and Phillip Rainwater (each .01 general partner) and their firm, Benchmark Cable Fund (.98%), owned by Sutliff: 45% and Rainwater: 55%. Equal limited partners are: Howard Head, Twelve Knots Cable Partnership and Francis P. Chiaramonte. Principal owns cable systems in Crisfield, Greer, S.C., and Chincoteague, Va. Sutliff owns cable system serving Manassas Park, Va. General partners are also general partners in cable systems serving Dale City and Manassas, both Virginia. Filed Dec. 31, 1985.
- Crisfield, Md.—Leigh Sandoz Leverrier seeks 96.9 mhz; 3 kw; HAAT: 328 ft. Address: 5205 Brookway Dr., Bethesda, Md. 20816. Principal is also applicant for new FM's in Bethesda, Md., and Fenwick Island, Del. Filed Jan. 23.
- Laurel, Miss.—FM Laurel seeks 98.1 mhz; 3 kw; HAAT: 328 ft. Address: One Plaza Sq., Suite 204, Port Arthur, Tex. 77642. Principal is owned by Kent Foster and Dr. Kenneth Barton. Foster has interest in applicant for new FM in Abilene, Tex. Filed Jan. 23.
- Laurel, Miss.—Dorothy Sue Smith seeks 98.1 mhz; 3 kw; HAAT: 328 ft. Address: Route 2, Box 238, 39440. Principal has no other broadcast interests. Filed Jan. 23.
- Laurel, Miss.—Radio Laurel seeks 98.1 mhz; 3 kw; HAAT: 275 ft. Address: 723 South Sixth Ave., 39440. Principal is owned by Lula Cooley, Wilbur Colom and James Becker. Colom owns WZIX(FM) Artesia, Miss., WOCT(TV) Albany, Ga., and new TV's in Lubbock, Tex., and Mobile, Ala., and is applicant for five new TV's and four new FM's. Filed Jan. 23.
- Laurel, Miss.—Leonard J. Giacone seeks 98.1 mhz; 3 kw; HAAT: 328 ft. Address: 554 Woodland Hills Place, Jackson, Miss. 39216. Principal is also applicant for new FM in Vicksburg, Miss. Filed Jan. 16.
- Laurel, Miss.—Bostic Broadcasting seeks 98.1 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1972, 39941. Principal is owned by Gordon Bostic and his wife, Elizabeth, and Kyle Duberry and his wife, Brenda. It has no other broadcast interests. Filed Jan. 23.
- Laurel, Miss.—Minority Broadcasting Corp. seeks 98.1 mhz; 3 kw; HAAT: 328 ft. Address: 688 South 42nd St., Louisville, Ky. 40211. Principal is owned by Argie L. Dale (51%), Angelia Pait and Virginia Burbank (24.5% each). Dale owns WDGS(AM) New Albany, Ind. It is also applying for new FM in Indianola, Miss. (see below). Filed Jan. 22.
- Indianola, Miss.—Minority Broadcasting Corp. seeks 96.9 mhz; 3 kw; HAAT: 328 ft. Address: 688 South 42nd St., Louisville, Ky. 40211. Principal is owned by Argie L.

Dale (51%), Angelia Pait and Virginia Burbank (24.5% each). It is also applying for new FM in Laurel, Miss. (see above). Filed Jan. 22.

- Indianola, Miss.—Walter G. Gilbert seeks 96.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1202, Clarksdale, Miss. 38614. Principal is program director at WWU(FM) Clarksdale, Miss., which is owned by his father, U.J. Gilbert. Filed Jan. 14.
- Indianola, Miss.—Dwight N. Magnuson seeks 96.9 mhz; 3 kw; HAAT: 328 ft. Address: 5732 Woodburn Dr., Knoxville, Tenn. 37919. Principal is broadcast consulting engineer who is also applicant for new FM in Paris, Tex. Filed Jan. 23.
- Indianola, Miss.—J. Boyd Ingram seeks 96.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 73, Batesville, Miss. 38606. Principal owns WJBI(AM)-WBLE(FM) Batesville, and WGTG(AM) Charleston, both Mississippi. It is also applicant for new FM in Oxford, Miss. Filed Jan. 14.
- Arlington, N.Y.—Arlington Radio Group seeks 96.9 mhz; 299 w; HAAT: 1,001.6 ft. Address: 47-01 Newton Rd., Long Island, N.Y. 11103. Principal is owned by Benjamin Macwan (60%) and Ernest Miranda (40%). It is also applicant for new FM's in Hardeeville, S.C., and Smyrna, Del. Filed Jan. 23.
- Arlington, N.Y.—Elliot Broadcasting Corp. seeks 96.9 mhz; 270 w; HAAT: 1,028 ft. Address: 470 South Ohioville Rd., New Paltz, N.Y. 12561. Principal is owned by Frederico and Mittie Elliot (10% each general partners) and Dr. Robert Walker (80% limited partner). It has no other broadcast interests. Filed Jan. 23.
- Arlington, N.Y.—FM Arlington Limited Partnership seeks 96.9 mhz; 295 w; HAAT: 1,030 ft. Address: 56 Nassau Rd., Poughkeepsie, N.Y. 12601. Principal is owned by George Lindemann (80% limited partner) and William Brooks and Drew Kopf (20% limited partners). It has no other broadcast interests. Lindemann is applicant for 11 new FM's. Filed Jan. 23.
- Arlington, N.Y.—Edward Levine and his wife, Pamela, seek 96.9 mhz; 280 w; HAAT: 1,050 ft. Address: 7831 Russell Lane, Manlius, N.Y. 13104. Principal is applicant for new FM in Frankfort, N.Y. Levine is program director at WAQX-AM-FM Syracuse, N.Y. Filed Jan. 22.
- Arlington, N.Y.—PN Radio Co. seeks 96.9 mhz; 290 w; HAAT: 1,010 ft. Address: 157 W. 57th St., New York 1,0019. Principal is owned by Private Networks Radio Inc. (51%) and Broadcast Data Corp. (49%). It is applicant for 10 new FM's and over 100 LPTV's. Filed Jan. 23.
- Arlington, N.Y.—1180 WHAM Corp. seeks 96.9 mhz; 316 w; HAAT: 1,024.7 ft. Address: 351 S. Warren St., Syracuse, N.Y. 13202. Principal is owned by Albert Wertheimer and family. It owns WHAM(AM)-WVOR-FM Rochester and WBUF-FM Buffalo, both New York. Filed Jan. 23.
- Arlington, N.Y.—Rizzi, Rizzi, Wiggins and Chapin, a General Partnership seeks 96.9 mhz; 300 w; HAAT: 1,008 ft. Address: 2907 Lexington Ave., Mohegan Lake, N.Y. 10547. Principal is owned by Wendy Rizzi (35.6%); her husband, Ronald (35%); her mother, Doreen Wiggins, (11.8%) and Alan Chapin (17.6%). It has no other broadcast interests. Filed Jan. 23.
- Arlington, N.Y.—Tree Top Broadcasting Associates seeks 96.9 mhz; 31.0 w; HAAT: 1,006 ft. Address: 28 Fox Rd., Hopewell Junction, N.Y. 12533. Principal is owned by Samuel Patterson (35%) and Gerald L. Agliata (65%). It has no other broadcast interests. Filed Jan. 21.
- Arlington, N.Y.—Sonderling Radio Corp. seeks 96.9 mhz; 300 w; HAAT: 1,019.5 ft. Address: 408 S. Oak Park Ave., Oak Park, Ill. 60302. Principal is owned by Egmont Sonderling and his wife, Frosene. It owns WBMX-AM-FM Oak Park, Ill. Filed Jan. 23.
- Arlington, N.Y.—Don Barden seeks 96.9 mhz; 299 w; HAAT: 1,001.6 ft. Address: 1249 Washington Blvd., Detroit 48226. Principal owns four cable systems in Michigan and is applicant for seven new FM's. Filed Jan. 23.
- Arlington, N.Y.—Dutchess Broadcasting Corp. seeks 96.9 mhz; 320 w; HAAT: 1,016 ft. Address: Rte. 292, Patterson, N.Y. 12563. Principal is owned by Richard Novik, who is also applying for new FM in Salisbury, Conn. (see above). Filed Jan. 23.
- Poughkeepsie, N.Y.—Peconic County Telephone Co. seeks 96.9 mhz; 1.55 kw; HAAT: 1,016 ft. Address: P.O. Box 2576, Montauk, N.Y. 11954. Principal is owned by Nanette Markunas and Joseph Albert. It has no other broadcast interests. Filed Jan. 30.
- Troy, Ohio—David J. Kittel seeks 96.9 mhz; 3 kw; HAAT: 328 ft. Address: 3008 Selden Ave., Middletown, Ohio 45044. Principal has no other broadcast interests. Filed Jan. 23.

■ Troy, Ohio—John E. Morris and Lawrence R. Baker seek 96.9 mhz; 3 kw; HAAT: 328 ft. Address: 954 NE 86th St., Miami, Fla. 33138. Principals have no other broadcast interests. Filed Jan. 22.

■ Troy, Ohio—Palm Beach Broadcasting Co. seeks 96.9 mhz; 3 kw; HAAT: 328 ft. Address: 489 Lyle Dr., West Milton, Ohio 45383. Principal is principally owned by Nola J. Studebaker. It has no other broadcast interests. Filed Jan. 22.

■ Troy, Ohio—Don Barden seeks 96.9 mhz; 3 kw; HAAT: 304 ft. Address: 1249 Washington Blvd., Detroit, Mich. 48226. Principal owns four cable systems in Michigan. Filed Jan. 23.

■ Troy, Ohio—Coffey Broadcasting seeks 96.9 mhz; 3 kw; HAAT: 328 ft. Address: 1555 N. 11th St., Cambridge, Ohio 43725. Principal is owned by William Coffey and Nicholas Theodosopoulos. They also have application for new AM in Troy. Filed Jan. 21.

■ Troy, Ohio—Better News Inc. seeks 96.9 mhz; 3 kw; HAAT: 328 ft. Address: 3734 Bay Drive, Turkey Point, Md. 21037. Principal is owned by Wayne Ricks and Fred Huenfeld, who have no other broadcast interests. Filed Jan. 23.

■ Wauseon, Ohio—David E. Knisley seeks 96.9 mhz; 3 kw; HAAT: 328 ft. Address: Rte 1, Fayette, Ohio 43521. Principal has no other broadcast interests. Filed Jan. 23.

■ Wauseon, Ohio—Ernest C. Miller seeks 96.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 171, St. John's, Ohio 45884. Principal has no other broadcast interests. Filed Jan. 15.

■ Wauseon, Ohio—Charles T. Saltzman seeks 96.9 mhz; 3 kw; HAAT: 308 ft. Address: 20355 N.E. 34th Ct., North Miami Beach, Fla. 33180. Principal is also applicant for nine new FM's. Filed Jan. 21.

■ Wauseon, Ohio—Wauseon Radio seeks 96.9 mhz; 3 kw; HAAT: 280 ft. Address: P.O. Box 61002, Sacramento, Calif. 95860. Principal is owned by Jane A. Filler, who is applicant for two new AM's, two new FM's and is also applicant for LPTV in Palermo, Calif. Filed Jan. 23.

■ Ridgebury, Pa.—Jane A. Filler seeks 96.9 mhz; 3 kw; HAAT: 300 ft. Address: P.O. Box 61002, Sacramento, Calif. 95860. Principal is applicant for two new AM's, two new FM's (see above) and is also applicant for LPTV in Palermo, Calif. Filed Jan. 23.

■ Martinsville, Va.—Martinsville Community Workshop Inc. seeks 90.5 mhz; 5.9 kw; HAAT: 326 ft. Address: P.O. Box 889, Blacksburg, Va. 24060. Principal is nonprofit corporation headed by Virginia L. Baker and her husband, Vernon. Bakers own WBZI(AM)-WLG(FM) Xenia, Ohio; WKGM(AM) Smithfield, and WESR-AM-FM Onley-Onancock, both Virginia. They also own WXCN(AM) Claremont, N.C., and are directors of noncommercial WPAR-FM Claremont, N.C. Virginia Baker holds CP's for new AM's in Mint Hill and Lewisville, both North Carolina, and Green Valley, W.Va. Vernon Baker holds CP's for new AM's in Point Pleasant, W. Va.; Earlysville, Va., Wake Forest, N.C., and Blountville, Tenn. Filed Jan. 30.

■ Spotsylvania, Va.—A.W. Communications Inc. seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: Route 1, Box 1281, Fredericksburg, Va. 22405. Principal is owned by E. Richard Westlake, Linda G. Angstadt and her husband, Keith. It has no other broadcast interests. Filed Dec. 23.

■ Spotsylvania, Va.—Spot Radio, Limited Partnership seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 821 Sledgehammer Dr., Fredericksburg, Va. 22404. Principal is owned by Clara Waller (12%) and Carl W. Hurlebaus (88%). It has no other broadcast interests. Filed Jan. 22.

Facilities Changes

Applications

AM's

Tendered

- WRDJ (1490 khz) Daleville, Ala.—Seeks CP to increase power to 5 kw. App. Feb. 10.
- WKILW (600 khz) Paintsville, Ky.—Seeks CP to increase power to 5 kw. App. Feb. 7.
- WVCH (740 khz) Chester, Pa.—Seeks CP to increase power to 50 kw and change TL. App. Feb. 7.

Accepted

- KGER (1390 khz) Long Beach, Calif.—Seeks CP to make

changes in ant. sys. App. Feb. 7.

- **WNDB** (1150 khz) Daytona Beach, Fla.—Seeks CP to change TL and make changes in ant. sys. App. Feb. 5.
- **WGGG** (1230 khz) Gainesville, Fla.—Seeks MP to change TL. App. Feb. 7.
- **WBYG** (930 khz) Sandwich, Ill.—Seeks mod. of CP to operate transmitter by remote control. App. Feb. 6.
- **WJTX** (1580 khz) Urbana, Ill.—Seeks mod. of lic. to move SL to 822 Pioneer St., Champaign, Ill. App. Feb. 5.
- **KBUF** (1030 khz) Holcomb, Kan.—Seeks MP to augment nighttime directional pattern. App. Feb. 5.
- **WSGH** (1040 khz) Lewisville, N.C.—Seeks MP to make changes in ant. sys. App. Feb. 5.
- **WBZN** (1030 khz) Wake Forest, N.C.—Seeks MP to make changes in ant. sys. App. Feb. 5.
- **WIVV** (1370 khz) Vieques, P.R.—Seeks CP to make changes in ant. sys. App. Feb. 5.
- **WCHV** (1260 khz) Charlottesville, Va.—Seeks mod. of lic. to operate transmitter by remote control. App. Feb. 6.

FM's

Tendered

- **WHUH** (97.7 mhz) Houghton, Mich.—Seeks CP to change freq. to 96.3; change TL; change ERP to 100 kw; change HAAT to 984 ft., and make changes in ant. sys. App. Feb. 7.
- ***WRDV** (88.3 mhz) Warminster, Pa.—Seeks CP to reduce horizontal ERP to .155 kw and increase vertical ERP to 2 kw. App. Feb. 10.
- **KDUC** (94.3 mhz) Barstow, Calif.—Seeks CP to change ERP to .56 kw and change HAAT to 745.22 ft. App. Feb. 5.
- **KCFM** (98.9 mhz) Chester, Calif.—Seeks mod. of CP to change TL; change ERP to 25.2 kw, and change HAAT to 2,555.12 ft. App. Feb. 6.
- **KBZT** (97.1 mhz) Los Angeles—Seeks CP to change TL; change ERP to 20.9 kw; change HAAT to 3,000.54 ft., and change to DA. App. Feb. 10.
- **WEZY-FM** (99.3 mhz) Cocoa, Fla.—Seeks CP to change

Accepted

TL; change ERP to 1.21 kw, and change HAAT to 498.56 ft. App. Feb. 5.

- **WZDM** (92.1 mhz) Vincennes, Ind.—Seeks mod. of CP to change TL; change ERP to 2.029 kw, and change HAAT to 400 ft. App. Feb. 5.
- **KICT** (95.1 mhz) Wichita, Kan.—Seeks CP to change HAAT to 1,026 ft. App. Feb. 6.
- ***WMMT** (88.7 mhz) Whitesburg, Ky.—Seeks mod. of CP to correct tower and change overall height. App. Feb. 7.
- **WPOR-FM** (101.9 mhz) Portland, Me.—Seeks CP to install aux. sys. App. Feb. 7.
- **KZLT-FM** (104.3 mhz) East Grand Forks, Minn.—Seeks mod. of CP to change TL and change HAAT to 443.78 ft. App. Feb. 5.
- **WTGY** (94.3 mhz) Charleston, Miss.—Seeks CP to change TL and change HAAT to 328 ft. App. Feb. 5.
- **WKNZ** (101.7 mhz) Collins, Miss.—Seeks CP to change ERP to 1.4 kw and change HAAT to 445 ft. App. Feb. 7.
- **WFTA** (101.7 mhz) Fulton, Miss.—Seeks CP to change ERP to 1.35 kw and change HAAT to 480 ft. App. Feb. 6.
- **WMVB-FM** (97.3 mhz) Millville, N.J.—Seeks CP to change ERP to 50 kw and change HAAT to 205 ft. App. Feb. 7.
- **WDEB-FM** (103.9 mhz) Jamestown, Tenn.—Seeks CP to change ERP to 1.6 kw. App. Feb. 5.
- **WRJT** (107.1 mhz) Monterey, Tenn.—Seeks mod. of CP to change TL; change ERP to 1.25 kw, and change HAAT to 486 ft. App. Feb. 6.
- **WBFL** (107.1 mhz) Bellows Falls, Vt.—Seeks CP to change ERP to 1.15 kw. App. Feb. 7.

TV's

Accepted

- ***KOZJ** (ch. 26) Joplin, Mo.—Seeks MP to change ERP to vis. 51.4 kw and change HAAT to 933 ft. App. Feb. 10.
- **WNYC-TV** (ch. 31) New York—Seeks MP to change ERP to vis. 2,800 kw, aur. 280 kw. App. Feb. 5.
- **WTRA** (ch. 16) Mayaguez, P.R.—Seeks MP to change ERP to vis. 219 kw, aur. 22 kw; change HAAT to 1,137 ft.; replace ant., and change TL. App. Feb. 5.
- **WSMV-TV** (ch. 4) Nashville, Tenn.—Seeks CP to install ant. and change HAAT to 1,423.52 ft. App. Feb. 10.
- ***KHBU** (ch. 14) Houston—Seeks MP to change ERP to vis. 4,457 kw and change HAAT to 1,436.64 ft. App. Feb. 7.

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Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,846	418	4,264
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
UHF LPTV	134	136	270
Total LPTV	364	210	574
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

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Actions

AM's

- KHWY (1030 khz) Folsom, Calif.—Granted app. to correct coordinates of TL and make changes in ant. sys. Action Jan. 30.
- WTIW (830 khz) Hialeah, Fla.—Granted app. to make changes in ant. sys. Action Feb. 3.
- KPRM (870 khz) Park Rapids, Minn.—Granted app. to operate transmitter by remote control. Action Jan. 27.

FM's

- WORJ (103.9 mhz) Ozark, Ala.—Granted app. to change TL and change HAAT to 328 ft. Action Jan. 29.
- KBBC (95.9 mhz) Lake Havasu City, Ariz.—Granted app. to change HAAT to 987.61 ft. Action Jan. 31.
- KLZE (97.7 mhz) Los Altos, Calif.—Granted app. to install aux. sys. Action Jan. 27.
- KROR-FM (106.9 mhz) Yucca Valley, Calif.—Dismissed app. to change ERP to 6 kw and change HAAT to 1,394 ft. Action Jan. 29.
- *KCSU-FM (90.5 mhz) Fort Collins, Colo.—Dismissed app. to change ERP to 40 kw. Action Jan. 29.
- WLKQ (102.3 mhz) Buford, Ga.—Granted app. to change HAAT to 400 ft. and change ERP to 1.82 kw. Action Jan. 29.
- KQDF-FM (96.7 mhz) Larned, Kan.—Granted app. to change ERP to 3 kw and change HAAT to 265.68 ft. Action Jan. 29.
- WLJC (102.3 mhz) Beattyville, Ky.—Granted app. to change ERP to 1.2 kw. Action Jan. 31.
- WKQQ (98.1 mhz) Lexington, Ky.—Dismissed app. to change TL and change HAAT to 1,003.68 ft. Action Jan. 29.
- KROK (102.7 mhz) De Ridder, La.—Granted app. to change ERP to 1.25 kw and change HAAT to 492 ft. Action Jan. 31.
- KROK (102.7 mhz) New Orleans—change ERP to 100 kw. Action Jan. 31.
- KISY (98.3 mhz) Tioga, La.—Dismissed app. to change HAAT to 328 ft. Action Jan. 29.
- WZKX (107.1 mhz) Gulfport, Miss.—Granted app. to change ERP to 1.862 kw and change HAAT to 393 ft. Action Jan. 31.
- KLDN (92.7 mhz) Eldon, Mo.—Returned app. to change ERP to .825 kw; change HAAT to 569.2 ft., and change TL. Action Jan. 30.
- KUUB (95.1 mhz) Bozeman, Mont.—Granted app. to change TL and change HAAT to 780 ft. Action Jan. 31.
- WIXL-FM (103.7 mhz) Newton, N.J.—Granted app. to change TL; change ERP to 20 kw; change HAAT to 500 ft., and make changes in ant. sys. Action Feb. 3.
- WPRB (103.3 mhz) Princeton, N.J.—Granted app. to change TL; change ERP to 6 kw; change HAAT to 823 ft., and make changes in ant. sys. Action Feb. 3.
- WAPP (103.5 mhz) Lake Success, N.Y.—Granted app. to change ERP to 5.8 kw and change to nondirectional pattern. Action Feb. 3.
- WWMZ (98.3 mhz) Fredericktown, Ohio—Dismissed app. to change TL; change ERP to 2 kw; change HAAT to 389.99 ft., and make changes in ant. sys. Action Jan. 29.
- *WSYC-FM (88.7 mhz) Shippensburg, Pa.—Returned app. to change TL. Action Jan. 29.
- WAYZ-FM (101.5 mhz) Waynesboro, Pa.—Dismissed app. to change TL; change ERP to 50 kw; change HAAT to 230 ft., and install DA. Action Jan. 29.
- WQXA (105.7 mhz) York, Pa.—Granted app. to install aux. sys. Action Jan. 27.
- WKQB (107.5 mhz) St. George, S.C.—Granted app. to change HAAT to 1,005 ft. Action Jan. 31.
- KNFM (92.3 mhz) Midland, Tex.—Dismissed app. to change TL and change HAAT to 1,010.24 ft. Action Jan. 29.
- WMJR (107.7 mhz) Warrenton, Va.—Dismissed app. to change ERP to 45 kw; change HAAT to 514.96 ft., and change TL. Action Jan. 29.
- WEZW (103.7 mhz) Wauwatosa, Wis.—Returned app. to install aux. sys. Action Jan. 29.

TV's

- WCAJ (ch. 68) Birmingham, Ala.—Granted app. to change ERP to vis. 1,380 kw, aur. 138 kw; change HAAT to 1,129 ft.; change ant., and change TL. Action Dec. 9.
- KTZO (ch. 20) San Francisco—Granted app. to install

aux. ant. sys. Action Jan. 31.

- WBTV (ch. 3) Charlotte, N.C.—Granted app. to install new aux. ant. Action Jan. 30.

- WINT-TV (ch. 20) Crossville, Tenn.—Granted app. to install aux. sys. Action Jan. 30.

- KWKT (ch. 40) Waco, Tex.—Granted app. to change HAAT to 1,812 ft. Action Jan. 30.

In Contest

ALJ Joseph Chachkin made following decisions:

- Wiggins, Mass. (Sara I. Dunn) TV proceeding. Granted motion for summary decision filed by Dunn and resolved air hazard issue in her favor and granted Dunn's app. for new commercial TV station at Wiggins. By summary decision, Jan. 31.

- Reno (Arthur Winburn Saunders, et al) FM proceeding. Granted joint petition for settlement agreement and dismissed app. of Saunders, R & G Broadcasting, Carrillo Broadcasting Co., Joy Denise Hill and Meryle Karloff Holmes with prejudice; granted amended app. of Reno Broadcasters Inc. for new FM station at Reno, and terminated proceeding. By MO&O, Jan. 31.

ALJ Joseph P. Gonzalez made following decision:

- Tampa, Fla. (Mary Ann Bohi, et al) TV proceeding. By separate orders: granted motions for summary decisions filed by Grand Bay Television Ltd. and Bay Area Broadcasting Ltd. and resolved short spacing issues in their favor; granted motion filed by Bohi and dismissed apps. of Tampa Fifty Ltd. and Community Broadcasters of Tampa Inc. with prejudice. By MO&Os, Jan. 30 and Jan. 31.

ALJ Byron E. Harrison made following decision:

- Tavernier and Perrine, Fla. (Air Beep of Florida Inc. and Gabriel Communications Corp.) PMLS proceeding. Modified Jan. 27 order to deny Gabriel's motion to dismiss and to enlarge issues to determine facts concerning Air Beep's failure to timely file its exhibits as directed and, based upon evidence adduced, whether Air Beep possesses basic and/or comparative qualifications to be commission licensee. By order, Jan. 31.

ALJ Edward J. Kuhlmann made following decision:

- Tequesta, Fla. (Tequesta Television Inc., et al) TV proceeding. Dismissed app. of Tequesta Television Partners with prejudice; returned app. to Mass Media Bureau for assignment of new file number, and dismissed app. of Spirit Broadcasting Corp. with prejudice. By MO&O, Jan. 29.

ALJ Edward Luton made following decision:

- Lawton, Okla. (Roni Deann Gardner, et al) FM proceeding. By separate orders: granted motion for partial summary decision filed by T. Kent Atkins and resolved misrepresentation issue in his favor; granted motion for summary decision filed by Gardner and resolved section 1.65 issue in her favor. By MO&Os, Feb. 3.

ALJ Joseph Stirmer made following decision:

- Novato, Calif. (Magdalene Gunden Partnership, et al) TV proceeding. Granted motion filed by Marin TV Services Partners Ltd. and enlarged issues to determine whether North Bay Television Inc.'s proposal complies with provisions of section 73.685(a) of commission's rules, and, if not, whether circumstances exist which warrant waiver. By MO&O, Jan. 29.

ALJ James F. Tierney made following decision:

- Armijo, N.M. (John Antonio Rodriguez and Jal Rene Washington) FM proceeding. Granted petition filed by Washington to extent of adding issues against Rodriguez to determine whether Rodriguez has violated rules by failing to file timely report of change of address, and in light of evidence adduced, whether Rodriguez has requisite comparative qualifications to be commission licensee. Jan. 31.

Call Letters

Applications

Call Sought by

New TV

WOST-TV Offshore Broadcasting, Block Island, R.I.

Existing FM's

WBGW WCRD Travis Holdman, Rebecca Holdman, Michael Lautzenheiser, Deborah Lautzenheiser, Douglas Dailey and Deborah Dailey, Bluffton, Ind.

WJOJ-FM WRXY-FM Cincinnati Broadcasting Co., Milford, Ohio

KAZZ KNOI Barbara Kazmark, Deer Park, Wash.

Existing TV

KMOV KMOX-TV Viacom Broadcasting of Missouri Inc., St. Louis

Grants

Call Assigned to

New TV's

*WFET Florida Educational Television Inc., Fort Pierce, Fla.

WEYE Garry Boone, Hillsboro, Ohio

Existing AM's

KCHU KGGN Terminal Radio Inc., Valdez, Alaska

WGAB WMLB WMLB Inc., West Hartford, Conn.

WKPU WLPQ Hughes-Moore Associates Inc., Pittsburgh, Ky.

KWEZ KMLB Northeast Communications Inc., Monroe, La.

WRMM WWRM Juarez Communications Corp., Sterling Heights, Mich.

KHPN KATQ Stallard Broadcasting Inc., Plentywood, Mont.

Existing FM's

KSLZ KOPA-FM First Media of Arizona Inc., Scottsdale, Ariz.

KZOU KLAZ-FM Capitol Cities Broadcasting Co., Little Rock, Ark.

WQRK WBIF Bedford Broadcasting Corp., Bedford, Ind.

WFMG WRIA Central Broadcasting Corp., Richmond, Ind.

KZSN KSKU Southern Skies Corp., Hutchinson, Kan.

KJLO KWEZ Northeast Communications Inc., Monroe, La.

WCLS WWKQ WCLS Inc., Battle Creek, Mich.

WMKG WDFP WCLS Inc., Battle Creek, Mich.

WKQZ WRCI JOSI Broadcasting Co., Midland, Mich.

WWRM WFXZ Waverly Broadcasting Corp., Pinconning, Mich.

WSTZ-FM WKYV-FM Capitol Radio Corp., Vicksburg, Miss.

KZKY KAPM Big Sky Communications Inc., Helena, Mont.

WKAL-FM WTCO WENY Inc., Rome, N.Y.

WMYG WHYW-FM Benns Communications Inc., Braddock, Pa.

KZPW KAFM Bonneville Holding Co., Dallas

Existing TV's

KOFY-TV KTZO Pacific FM Inc., San Francisco

WTGI-TV WBOT-TV Delaware Valley Broadcasters, Wilmington, Del.

KHBC-TV KOHA-TV Hilo Broadcasting Corp., Hilo, Hawaii

WIMN WBKZ Manna for Modern Man Ministries Inc., Angola, Ind.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

PD/OP man AM drive for Coastal Carolina new AC FM. Write: Program Director, 218 N. Franklin St., Whiteville, NC 28472.

Sales manager: Long Island's #1 radio station looking for strong leader and motivator. Exceptional opportunity for a high performer with an established success record in sales management. Resumes to Barbara Rumpel, WALK FM/AM, P.O. Box 230, Long Island, NY 11772. EOE.

General manager: Success oriented sales leader needed for FM-AM combo in northern Oklahoma. County population exceeds 55,000. Compensation open. Send resume in confidence to Box A-82.

Sales manager who believes Music of your Life AM radio calls for creative promotional and programming involved selling - and can do it successfully. Medium Sunbelt growing market. \$30,000 plus guarantee, override and perks for the right knowledgeable hard working professional. Resume and letter telling all to Box A-78.

West Coast, Midwest and Southern regional sales managers wanted. Broadcasting's oldest, internationally known, thirty-two year radio/TV sales promotion company, Community Club Awards (CCA), is looking for a west coast and mid west regional manager to call on station presidents, managers and GSMS in a five state area. Media sales experience required. Fulltime, Monday through Friday, planned travel. Expense advance against substantial commissions. Send resume, including references, recent picture, insured complete confidentiality. Include current or prior earnings record. Personal interview arranged. Immediate openings. John C. Gilmore, President, CCA, Inc., P.O. Box 151, Westport, CT 06881. 203-226-3377.

General manager: Illinois small market FM with solid audience/billing growth in thriving college/resort area, needs ambitious, experienced bottom line oriented GM with desire for an equity position. Box A-58.

General sales manager for WRCN/WRHD, Long Island. Overall responsibility for local sales including hiring, training, supervising sales force. Added responsibilities for developing large national/regional accounts. Experience in Long Island and New York City radio desirable. Individual must have proven ability and growth track record. Excellent compensation package. Send resume, references and letter to President, Box 666, Riverhead, NY 11901. EOE.

Experienced radio management and on-air people for full or parttime work from home. \$80,000+ income. No selling. Send resume to Box A-105.

Sales manager for AM/FM in Illinois. Advancement possible for energetic capable leader that can hire, train, sell and keep sales and bottom lines climbing. Salary, over write and great town to live in. EOE. 618-382-4161.

HELP WANTED SALES

20% commission. Guarantee. AM/FM, great numbers. 195,000 person metro, affluent Gulf Resort area. Experienced sales pro needed. Dan Carney, 601-863-3522. EOE.

Sales position, number one AM & FM, California. Central Coast. Minimum 3 years experience, with successful track record. The right person will help us set another record in 1986. EOE. Send resume: Tattersall Company, Inc., P.O. Box 220, Arroyo Grande, CA. 93420.

WBSC-AM/FM Milwaukee is looking for a dynamic local sales manager to head a sales staff of 6. Prior experience in sales management preferred. Send resume and cover letter to GA Gamblin, 5407 West McKinley, Milwaukee, WI 53208.

WHYN/WHFM seeks selling professionals able to sell radio and results. See our display ad for details.

VP sales, sales manager, AEs wanted. World travel, big money. Resume and salary history to: NDXE Global Radio, Box 569, Opelika, AL 36801.

Mid-West Family Radio's expansion to 17 stations can be your opportunity to bigger and better. You are a problem solver, college grad on the way up. Have two years of highly successful selling experience small/medium markets. Strong on creativity, ability to write and sell imaginative advertising. Let's trade. We'll teach you a new, exciting profitable way to sell more radio. Few openings now available, good growth markets in Wis, Mich, Ill. Possible career path to management, equity. Write Phil Fisher, Box 253, Madison, WI 53701 EOE.

If you're ready to move to a larger midwest market, then we're ready to talk to you! Our AM/FM Combo Sales Operation, plus additional revenue generators, will put more money in your pocket in '86. If you feel you're qualified to make more income, send us a copy of your '85 billing history, resume, and qualifying letter. Hurry! We will make a decision on this position by April 1st. Box A-95.

Fulltime AM needs aggressive, hard-working self-motivator to become sales manager. Assume list and expand. Upper Mid-west, Competitive small market. EOE reply Box A-96.

New England suburban adult station seeks professional radio salesperson as sales manager. Hard worker who can close and motivate others. Send resume, compensation requirements. Box A-25.

HELP WANTED ANNOUNCERS

Leading east Texas AM/FM combo needs an experienced, talented announcer. Ideal working conditions and the finest facilities. Send tape and resume to: Bob McKay, KEBE/KOOI Radio, P.O. Box 1648, Jacksonville, TX 75766. EOE.

WCNX, Middletown, CT searching for operations oriented individual comfortable with or anxious to learn automation/satellite radio. Responsibilities include automation operation, production, news gathering, news anchor duties. Tapes and resumes to John Parks, WCNX, Box 359, Middletown, CT 06457. EOE.

Super creative humorous morning personality: a real entertainer needed for top rated contemporary adult contemporary station in market of 250,000. Great production essential. Good base plus talent. Tape/resume to Bobby Magic, WOYV-FM, P.O. Box 3032, Ft. Pierce, FL 33448. EOE.

Wanted morning annnc.-salesperson. Base plus 25% commission. WTCG Andalusia Alabama. P.O. Box 1776. 205-222-8849 (1 PM-3 PM)

Washington, DC classical station seeks fulltime staff announcer with knowledge of music and language skills. Send tape and resume to: WGMS, PD, 11300 Rockville Pike, Rockville, MD 20852.

HELP WANTED TECHNICAL

New Jersey AM-FM wants experienced maintenance and construction chief engineer. Excellent opportunity, good money and fine living. Reply Box A-87.

Chief engineer for North Carolina Class C FM. Tower and all new equipment to be installed. Great opportunity with growing group. Contact Tom Joyner at 919-469-8383.

Broadcast engineer. Audio/video engineer. Memphis State University's Dept. of Theater and Communication Arts. Chief Operator for WSMS-FM 92, University's radio station. Inclusive of all equipment installation, repair and maintenance in labs and classrooms. Oversees all FCC related documents for radio station. Qualifications: A.S. in electronics technology or military electronics school (B.S./E.T. preferred) and two years experience in radio or TV broadcasting or directly related field. Salary: to \$24,000. Send resume to Robert McDowell, Dept. of Theater and Communication Arts, Memphis State University, Memphis, TN 38152. Application due by February 28, 1986. Position available March 17, 1986.

Broadcast engineer: Radio contract maintenance firm is looking for a qualified RF and studio engineer. Candidate should have 1-3 years experience working hands on and repairing all radio station equipment. SBE, NARTE or FCC certification preferred. Salary range \$16,000-17,000 and benefits to start depending on experience. Will assist in relocation. John R. Rodman, III, Fine Tuning Associates, Inc. PO Box 6509, Portsmouth, VA 23703.

Immediate opening for AM/FM design engineer. Excellent growth potential. Send resume and salary requirements to: President, CSI Electronics, P.O. Box 965, Highland City, FL 33846. EOE.

HELP WANTED NEWS

Medium market pros: three reporter staff needs creative news director. Top 10 fringe market, heavy local emphasis. Hard work. Community dedication required. Tape, resume: Bobby Martinez, Box 2368, Conroe, TX 77305.

News director & reporters: Tapes, resumes and writing samples being accepted for future openings at suburban NY station. EEO. Box A-60.

KANU, University of Kansas, seeks an assistant news director/statehouse bureau chief. Major responsibility for gathering and reporting news from stations statehouse news bureau: Bachelor's degree in communications, radio-TV, journalism or equivalent combination of education and experience required. Experience, demonstrated skills in news gathering, writing, production and on-air work required. Working knowledge of legislative process, government and courts desirable. Salary: \$15,000 - \$18,400 annually. Application deadline: Applications must be postmarked by February 24, 1986. Letter, air-check or demo tape, resume and three current professional references to James McLean, News Director, KANU, Broadcasting Hall, University of Kansas, Lawrence, KS 66045. EEO/AA.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Adult Contemporary FM need AM drive and PD in North Carolina. Box A-46.

Program director, Pierceville, KS, KANZ-FM. (NPR and APR) airs classical, jazz, folk, and news. Looking for a program director with strong management and community development interests. Profession, informal sound. Contact: Judy Seligson, KANZ-FM, Pierceville, KS 67868. 316-335-5120.

WNMU-FM seeks radio/producer/director in news and public affairs. Responsible for production of local public affairs program and a board shift. Requires BA or equivalent experience. FCC license/permit and news and public affairs background. Salary minimum \$18,844. Send resume and audition tape to: Personnel Office, Northern Michigan University, Marquette, MI 49855. Post-marked by February 24, 1986. AA/EOE.

SITUATIONS WANTED MANAGEMENT

Program director radio professional with 16 years major and medium market. Result oriented. Aggressive. Seeks new challenge. Box Z-73.

Equity position wanted for radio sales professional with 21 years in unrelated field as business owner. Only growing group owners please, in PA., NJ., DE., MD. area. Reply to Lanny Finfer, 215-322-2237, 1330 Lily Way, Southampton, PA 18966.

Currently GM from Top 100 market seeking new FM involvement. No nonsense leader interested in maximizing sales and ratings. Equally strong sales, sales training, programing, and bottom line. Serious winning tradition. Increased sales 40% while lowering expenses 25%. 100% relocatable. All inquiries answered promptly. Box A-14.

GSM in top northeast market seeking GM position for underachieving Southern facility that needs turnaround. Box A-19.

Step up - to success. 20 year GM sells, programs, promotes, makes money. Box A-38.

Experienced general manager with 14 years of success in medium and large market turnaround situations for publicly held companies. Former state broadcast association president. Excellent credentials. Excellent references. Excellent health. Available. Box A-80.

Small market specialist—currently employed, seeks new opportunity. Experienced in management, sales, news and promotion. This community minded and profit oriented motivator is ready now! Box A-71.

Hard working, high energy GSM with ten year track record just delivered two biggest billing years in company history. Motivator. References. Turnaround success. Organized and thoroughly knowledgeable of industry. Seeks major Sunbelt market. Box A-63.

Aggressive broadcaster, 6 years' major market experience seeks management level position in small/medium Arizona market. John Bailey 303—969-0581.

Airstaff management and training, concert production and promotion, live music broadcasting and recording, program syndication, album production, grant writing, music programming, layout and design -- 20 year veteran ready to be Programming and Special Events Manager at public station valuing jazz programming. Innovation, dynamic community involvement, prestigious local and national profile. Available late summer or fall. Box A-43.

General manager/sales manager: results through people. Experience in programming, sales, management and ownership. Let's move onward and upward. All areas of country considered. We need each other. Reply now. Box A-109.

Employed, successful general manager seeks buy-in opportunity with aggressive owner. Fifteen years' radio experience -- ten in management. Honest, dependable and dedicated radio and family man. Box A-112

Program director-news or newstalk with plenty of on-air experience in major and minor leagues. Currently program successful major market news station, but need greater challenge with group owner...seek plenty of room and advancement potential. Trained as sales oriented programmer with much energy to get the job done. Can handle and would welcome some air work...most important thing is knowledgeable aggressive ownership which will recognize my creativity and motivating strengths. Box A-106.

SITUATIONS WANTED ANNOUNCERS

Radio/TV announcer with 20 years' experience. Can do everything. Will even sweep the floors, put out cat and lock up. Contact: Freddie Flame, 722 Lake Ave., Storm Lake, IA 50588. 712—732-1532.

Creative, experienced air personality seeks move to medium or large market AC or CHR. Mike: 609—729-3520 after 1 PM.

Anywhere now! Trained broadcaster. Adult, Top 40, MOR. Good production. Henry 201—836-5166.

SITUATIONS WANTED TECHNICAL

Lifetime chief engineer, fulltime contracts, corporate travel, one year minimum in writing. MOYL? South? 305—791-7027.

Ten years experience in maintenance, construction, directionals, automation, etc. Currently Chief of AM DA and 100 kw FM. Seeking new challenge. Box A-97.

Broadcast electronics expert with 12 years hands on network, medium and major market experience in all phases, directionals, FM, satellite, automation and construction. Heavy on audio, maintenance and management. SBE and NARTE certified. First phone and more. Prefer Great Lakes area. Box A-98.

SITUATIONS WANTED NEWS

Experienced sportscaster, who also has solid news background, looking for position in medium to large market anywhere in the country. Call 201—543-2035.

Diamond in the rough. Top-notch PBP/sports anchor talent unappreciated in single-market market. 3 years' experience, 20 years' sports knowledge. A winner. Box A-88.

Veteran newscaster with 16 years' experience seeking position with medium or major market station. Presently working at award winning station in metro New York area. Want to relocate to southeast, southwest, or midwest. Very knowledgeable, highly qualified, and totally dedicated. Prefers news anchoring position. Excellent voice with smooth, authoritative delivery. Write Box A-83.

Reporter with six years experience, including four as News Director in Midwest. Call Dave Pulk 715—235-5880.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

7th to 1st Birch in 8 months. Now no sales, no visibility. AC/Country Programmer looking for new challenges. Small/medium markets. Western states preferred. Box A-45.

Attention Gulf Coast! Production Wizard. Formerly WBT. Creative copy, voices. Also programming/music. Vast knowledge country/oldies. 205—471-4420.

A talented apprentice is looking for Urban style format, with career perspective in mind! Call Van Johnson, 1-201—332-5262, 8-9AM, 6PM weeknights Monday-Thursday.

MISCELLANEOUS

Graduating soon? Need an honest and thorough critique of your tape and resume? I'm News Director for an adult contemporary AM and a rock FM station, with 13 years in the business. As former President of Connecticut AP Broadcasters, I know what my colleagues want. For \$50, I'll send you a full report on yourself, answer your follow-up questions, and tell you where you should be looking. Send a check or money order to Mike Allen, c/o News Clues, 13½ Washington Avenue, Danbury, Connecticut, 06810. Report guaranteed to you in 20 days.

TELEVISION

HELP WANTED MANAGEMENT

Business manager: leading Southeast affiliate seeks take charge, hands on individual, experienced in all phases of television broadcast accounting and automated systems. Candidate should possess strong supervisory and communications skills. Accounting degree preferred. Send resume, complete with salary history in confidence to Box A-11.

Pacific Northwest NBC affiliate has an opening for an operations manager. This department head position is responsible for all technical aspects of commercial and program production including remotes. Must also possess directing skills and be a good communicator. Minimum of five years experience in the technical and production areas of a television station. This is not a desk job, but it is an opportunity with the finest broadcast group in the Northwest, King Broadcasting Co. Contact Robert E. Krueger, KTVB, P.O. Box 7, Boise, ID 83707. Send resumes...no calls please. EEO/M/F.

WJXT, Production manager. WJXT, a Post-Newsweek station in Jacksonville, FL is looking for a production manager with at least 4 years experience in managing daily broadcast operations including news, engineering, programming and production. The successful candidate will have expertise in developing and maintaining efficient station operations systems and will have a background in hands-on directing with state-of-the-art equipment. Responsibilities include the on-air appearance of the station, particularly newscasts; daily managing of the director, studio and control room production staffs; and communicating with all levels of personnel. Computer systems expertise helpful. Responsibilities do not include commercial production. Resumes by February 21st to: Ann Pace, Program Manager, WJXT, P.O. Box 5270, Jacksonville, FL 32207. EOE.

National sales manager. WCBD-TV, Charleston, SC is looking for a national sales manager with proven major market rep experience. Station experience is also helpful. Please send resume and references to General Manager, WCBD-TV, P.O. Box 879, Charleston, SC 29402. All replies treated in an absolutely confidential manner. No phone calls please. Media General is a Fortune 500 company. EOE.

Executive director: The New Jersey Public Broadcasting Authority seeks an executive director to serve as general manager of its four-station television network. Preference will be given to those with experience in dealing with New Jersey institutions and with strong management and leadership background. It would be desirable, but not crucial, that the candidate have a background in television management. Salary range: \$53,000 to \$69,500. Deadline for applications is March 10, 1986. Send resume to Mr. Eshleman, 346 Mt. Prospect Ave., Newark, NJ 07104. Please no phone calls. EOE.

General sales manager for CBS Affiliate in Augusta, Georgia. Must have documented success in national and local sales. Send resume to General Manager, WRDW-TV, Box 1212, Augusta, Georgia 30913-1212. EOE.

HELP WANTED SALES

Regional account executive. Midwest NBC affiliate seeks individual to service major list. Must be experienced with major market agencies. Applicants must possess thorough knowledge of ARB and NSI rating services and ability to make detailed agency presentations. Only experienced candidates considered. Send complete resume and salary requirements to Gary Sotir, Local/Regional Sales Manager, KSNT-TV, Box 2700, Topeka, KS 66601. EOE.

PM magazine feature producer. Buffalo, NY the nation's 35th market, is looking for that special story teller to join our already talented staff of experienced national feature producers. One of our best has gone to Boston. If you have a minimum of one and preferably 2-3 years of magazine feature producing experience, send a tape of your best work and resume to: John Fischer, Executive Producer, PM Magazine, WGRZ-TV, 259 Delaware Ave., Buffalo, NY 14221.

TV producer/director to be responsible for local production including on-air fund raising and public affairs. Candidate must have knowledge of TV production technology including studio and EFP experience. 1+ years TV producing/directing experience required. PBS fund raising production experience preferred. Letter of application, resume, three professional references and 3/4" or 1/2" video tape sample to: Producer/Director Search Committee, Channel 34, P.O. Box 3434, Elkhart, IN 46515 by Feb. 18. Starting salary 13K-18K. DOE. EOE.

TV commercial production photographer/editor. At least 2 years experience and demonstrated skills in innovative TV commercial creativity. Expert lighting, shooting, and editing skills plus the ability to effectively work with people a must. Box A-76.

Immediate opening for experienced new switcher. Large market atmosphere. Send Feb. aircheck, resume and salary requirements to Frank Hoogstraten, WIBW-TV, Box 119, Topeka, KS 66601. EOE.

California's #1 independent TV station has an opening for a career minded person for the position of traffic supervisor. must be able to meet challenge and manage a 3-person department. Three years of TV traffic experience required with a knowledge of IBM system 34 or equivalent. Send resumes to: KMPP-TV, ATTN: Program Department, 5111 E. McKinley Ave., Fresno, CA 93727. No phone calls please. An EOE/MF employer.

Promotion manager: Top 20 rapidly growing West Coast station. Must have experience in managing creative and on-air operations as well as experience directing new and commercial production. Reply in confidence to A-89. An EOE.

Sports and program producer for Midwest ABC station. Supervise production of locally produced and regional network programs and posting events. Three years producing and news directing experience. Send resume to Program manager, Box 718, Columbus, OH 43216.

WRCB-TV3 has an immediate opening for a producer/director. Applicants should have recent experience directing newscasts, commercial spots and promotional spots. Opportunity to produce community related special programming. Will get to use 3-1K1 322s, DVE, Betacam, new Vidifont, ESS, and E-MEM Switcher. 2 years experience and college level study preferred. Salary based on experience. Must send tape and resume to Bill Buchanan, Director Creative Services, WRCB, 900 Whitehall Rd., Chattanooga, TN 37405. EOE. Don't delay.

WANTED. Experienced sales marketer. You've heard the buzz words—customer focused, client intensive, marketing oriented. If you are a successful performer utilizing these traits and sales concepts we would like to talk to you. Strong list, management potential, aggressive company. Send resume to John Westerberg, Sales Manager, WSMV-TV, P.O. Box 4, Nashville, TN 37202—A Gillett Group Station.

Local sales manager: KTSP-TV is seeking a highly motivated individual with a successful track record in sales management. If you can demonstrate a thorough knowledge of all aspects of sales management including highly developed skills in marketing and creative problem solving send your resume (no phone calls) to Tony Twibell, GSM, KTSP-TV, 511 West Adams, Phoenix, AZ. 85003. E.O.E.

Senior account executive. Immediate opening for senior account executive with minimum of 3 years broadcast sales experience in the Springfield/Hartford and Boston/Portsmouth area. We're looking for an independent, self-motivated, highly aggressive person who will generate results in selling cable advertising on CNN, USA, MTV and ESPN. Salary, commission, plus expenses—excellent benefits. Send cover letter/resume and track record to: Sharon McLaughlin/Sales Manager, Cable Advertising Incorporated, 1127 Main Street, Springfield, MA 01103.

Marketing research director needed with proven successful experience in marketing research field. Must have excellent written and oral skills with the ability to organize, interpret and present complex research materials. A graduate degree or work towards graduate degree requiring sophisticated statistical and analytical skills is preferred. Send resume to Phelps Fisher, Fisher Broadcasting, Inc., 100 Fourth Ave., North, Seattle, WA 98109. EOE.

HELP WANTED TECHNICAL

Maintenance engineer: San Jose, CA ABC net affiliate has a current opening. Applicants must possess a strong broadcast maintenance background, be experienced working with the latest digital equipment. Opportunity to work and live in one of California's finest areas. Excellent salary with paid medical, dental, retirement, plus. Send Resume to Dick Swank C.E., KNTV, 645 Park Avenue, San Jose, CA 95110, 408—286-1111. KNTV is an E.O.E.

Television maintenance engineer. One of the nation's leading television production centers seeks qualified maintenance engineer with strong electronics background. Thorough knowledge of television camera, VTR, switching, audio, digital effects, computer editing and terminal systems. Secure future with tremendous growth potential for right candidate. Send resume to: Scene Three, Inc. 1813 8th Avenue South, Nashville, TN 37203. Attn: Mike Arnold, Chief Engineer.

Maintenance engineer. Minimum 3 years experience with studio equipment and 1" tape. ENG related maintenance desirable. Send resume to: Myron Oliner, Chief Engineer, KUSA-TV, 1089 Bannock St., Denver, Colorado 80204. We are an equal opportunity employer.

Space shuttle television. Broadcast qualified television technicians needed for the Space Shuttle Program. Formal electronics training with experience in television related systems. FCC license desirable and essential for advancement. Starting salary \$20,000.00. Send resume to: Taft Broadcasting Corporation, 1022 Hercules Avenue, Houston, TX 77058. 713—488-1621. An equal opportunity employer. M/F/H.

Expanding production facility in Tampa, Florida with multi-format edit suites has a need for a quality-oriented chief engineer with good design and maintenance skills. Competitive salary with excellent benefits. Contact Larry R. Hart, General Manager, Florida Production Center, 4010 N. Nebraska Avenue, Tampa, FL, 33603. 813—237-1200 or 1—800—237-4490 outside Florida.

E.J. Stewart has an opening for an experienced maintenance person. Qualified applicant should have working knowledge of Sony 1" and 3/4" VTRs, Mirage, Bosch CCD film chain, RCA TK-47 cameras, GVG switchers. Send resume to Eric R. Address, E.J. Stewart, Inc., 525 Mildred Ave., Primos, PA 19018. 215—626-6500. EOE/MF.

Sunbelt independent is seeking an experienced engineer to maintain and repair all types of video tape machines. Film chains and other studio equipment. Transmitter experience a plus. Send resume to: Box A-62.

Chief engineer for college with studio and ITFS system, experience with installation and maintenance for Sony Umatic and cameras, phase com, transmitter, ITFS system and more. FCC 1st or General required. Looking for take charge person. Deadline 2-20-86. Send resume to: Personnel Department, 190 S. Orange Ave., Orlando, FL 32802. EOE/AA.

Technical director: Washington D.C.-based national cable television network seeks creative, well-organized technical director to oversee video editing and uplink staff. First-rate managerial and operations skills a must. Three years experience and knowledge of state-of-the-art video equipment required. Send resume, salary requirements, and references to Box A-93.

Maintenance technicians: KRIV-TV, Houston, is seeking qualified studio and transmitter technicians. Must have minimum of three years experience and a FCC license. Send resume to: KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: Wendell Wyborny VP/CE E.O.E.

Transmitter/studio maintenance person needed to work in major market television station. 3-5 years experience with RCA UHF equipment and RCA Tcr100's. Send resumes to Box A-99.

Immediate opening for a technical director on the move upward. Eastcoast major market television station needs you now. Work with latest state-of-the-art equipment. We need your experience with CMX or ISC editing, DVE, live audio sessions and Chyron IV character generator. Apply today. Resumes to Box A-100.

MTCE ENG. Will repair-LDK6 cameras, VPR's 2, 3, & 80, ACR-25, VR2000, Harris 9100 microprocessor remote control of AM-FM-TV. 20 Ikegami cameras 77-83's. Over 90 Sony 3/4" VTRs. 3 frequency agile ENG trucks. 3 rotatable ENG pick up systems. RS 422 machine control, RS 232 routing SWR system. FM stereo with digital SCA. - AM stereo Motorola. Will be using spectrum analyzers 7L5, 7L13, 7L18 digital storage scope sound technology 1500. Experience in all the above desirable. Not an entry level position. EOE. Send resume to J.D. Weigand, KFMB TVAM & FM - P.O. Box 80888, San Diego, CA 92138.

Well equipped group owned network affiliate with top benefits seeks transmitter supervisor. Close proximity to Myrtle Beach, SC resort community. Good opportunity for advancement. Applicant must have FCC Gen. class license and UHF transmitter experience. Call or write WPDE-TV, Florence/Myrtle Beach, P.O. Box F-15, Florence, SC 29501. 803—665-1515. Jimmy Gamble, Chief Engineer. EOE/MF.

New station under construction by Christian broadcaster. Seeking experienced "hands on" engineering supervisor for career position. Studio/control upgrade in process; transmitter delivery date late Spring. Resume/salary requirements to Don Thomson, KLXV-TV, Box 66, Los Gatos, CA 95031. No phone calls, please.

Maintenance engineer: Chicago owned and operated TV station has an immediate opening for a maintenance engineer. Applicants should have state-of-the-art experience in digital electronics and microwave technology. Compensation includes a competitive salary plus a comprehensive benefits package. Interested applicants should send resume to Box-15. EOE. M/F/H/V.

HELP WANTED NEWS

Co-anchor/reporter for weeknight newscasts. Midwestern CBS affiliate with #1 news department. Looking for experienced reporter with pleasant, authoritative on-air presence to complement our male co-anchor. Excellent salary/benefits. Send tape, resume and salary requirements to Dan Diedrich, News Director, KRCC-TV, Box 659, Jefferson City, MO 65102.

News director/Anchor: Midwestern station looking for leader to be competitive newsroom management, anchoring experience required. Tape, resume to: Personnel Department, KDUB-TV, Dubuque, IA 52001.

Downstate Illinois bureau chief. Take charge of two person bureau, covering and reporting both on tape and live. College degree or equivalent experience. Two to three years experience necessary. No beginners. Send resume by Feb. 24, 1986 to Box A-68.

Reporter/photographer. Wanted: Aggressive, imaginative self-starter for two person SW Florida bureau. Minimum experience: Two years. Needs strong shooting skills. Send resume to News Director, WBBH-TV/20, 3719 Central Ave., Fort Myers, FL 33901. EOE.

Director: Medium midwest network affiliate is looking for a director to handle fast paced 6 and 11 PM newscasts. Minimum 2 years full time news experience. resume only. Box A-59.

Meteorologist. Strong professional needed to complement winning team in 82nd market. Colorgraphics, radar and all the tools available. Send tape and resume to Bob Totten, KOLR-TV, Box 1716 SSS, Springfield, MO 65804. An EOE.

Newscast producer. Are you the best? We're a top 20 market station looking for someone who's an aggressive innovator, has a creative approach, good people skills and a minimum of 4 years experience. Sound like you? Send resume to Gary Walker, Executive Producer, KOMO Television, 100 Fourth Avenue North, Seattle, WA 98109. Telephone inquiries not accepted. EOE.

Assignment editor needed for Midwest medium market; #2 station in market, striving to be #1. Successful candidate will have sound news judgment, good people skills, and aggressive no-nonsense work habits. Salary competitive; experience a must. Send resumes to Paul Machesky, News Director, KGAN-TV, P.O. Box 3131, Cedar Rapids, IA 52406. No phone calls please.

Television reporter: Number one CBS affiliate in Mid-Atlantic market looking for reporter on the way up. One year previous reporting experience in a television newsroom required. Minorities encouraged to apply. Send tape and resume to News Director, WTVR-TV, 3301 W. Broad Street, Richmond, VA 23230. E.O.E. No phone calls accepted.

Assignment editor. Must be well organized, creative, and know how to do "people oriented" news. Previous desk or producing experience required. Resume: tape and references to: Dean Bunting, Assistant News Director, KCRG-TV, 2nd Ave. at 5th Street, Cedar Rapids, IA 52401. EOE.

Meteorologist needed: Top ranked CBS affiliate in top 60, wants weather professional to complement winning team. Colorgraphics, radar, and all the tools available. Minorities encouraged to apply. At least 2 years' on-air experience required. Send tape, resume and reply to News Director, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. M/F, EOE. No phone calls, please.

Assignment editor: Experienced individual sought for critical desk position in Northeast, medium market net affiliate with total news commitment. 2 to 4 years' news management experience a must. No beginners. Need proof of ability to create beyond wires and newspapers, and handouts. Send resume and references to: Personnel, Box 699, East Syracuse, NY 13057. EOE.

Assignment news director. You've worked as videographer, reporter, and producer and want to break into news management. WUFT-TV PBS at the University of Florida seeks managing editor for daily newscasts. Requires: Bachelor's degree in broadcast journalism or related field and two years' broadcast news experience or relevant Master's and one year news experience. Salary: Minimum \$17,700. Send resume by March 3, 1986 to Jan Eller, 434 Stadium, University of Florida, Gainesville, FL 32611. University policy is to conduct all searches in the open, subject to the provisions of existing law. EEO/AAE.

Senior correspondent: New Jersey Network News seeks a seasoned reporter, who is capable of conveying global view of major statewide issues in quick-paced, long verse news packages and documentaries. If you're capable of thoughtful, reflective journalistic reasoning and are sensitive to the major issues of our time, forward tape, resume and supporting material to Mark Helms, News Director, New Jersey Network News, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. EOE.

Producer for weekday newscast. Looking for creative, highly organized person who works well under pressure and with people. Must be good writer, experienced in live ENG, live satellite remotes, graphic production. One year line producing a must. Send resume and letter including news philosophy to KMTV, 10714 Mockingbird Dr., Omaha, NE 68127.

News director. Network affiliate, Sunbelt growth market. Position requires leadership that's competitive, creative, promotion minded and aggressive. Need proven producing and management skills. EOE. Resume/salary requirements to Box A-107.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Editor/director. Houston's largest teleproduction facility has immediate opening for commercial editor. Experience with ACE Touchscreen, Grass 300, DVE/Optiflex is preferred. Send resume to Pearlman Productions, Studios at the Lakes, 2401 W. Belfort, Houston, TX 77054. 713-668-3601.

TV Commercial Producer/Director. At least 2 years experience and demonstrated writing, creative and imaginative commercial production skills. Strong organizational and technical expertise and ability to work with clients a must. Box A-77

WRCB-TV3 has an immediate opening for a producer director. Applicants should have recent experience directing newscasts, commercial spots and promotional spots. Opportunity to produce community related special programming. Will get to use 3-1K1 322s, DVE, Betacam, new Vidfont, ESS, and E-MEM Switcher. 2 years experience and college level study preferred. Salary based on experience. Must send tape and resume to Bill Buchanan, Director Creative Services, WRCB, 900 Whitehall Rd., Chattanooga, TN 37405. EOE. Don't delay.

PM Magazine feature producer. Buffalo, NY the nation's 35th market, is looking for that special story teller to join our already talented staff of experienced national feature producers. One of our best has gone to Boston. If you have a minimum of one and preferably 2-3 years of magazine feature producing experience, send a tape of your best work and resume to: John Fischer, Executive Producer, PM Magazine, WGRZ-TV, 259 Delaware Ave., Buffalo, NY 14221.

TV commercial production photographer/editor. At least 2 years experience and demonstrated skills in innovative TV commercial creativity. Expert lighting, shooting, and editing skills plus the ability to effectively work with people a must. Box A-76.

Sports and program producer for Midwest ABC station. Supervise production of locally produced and regional network programs and sporting events. Three years producing and news directing experience. Send resume to Program Manager, Box 718, Columbus, OH 43216.

Promotions manager: Fast-growing national cable TV network in the nation's capital seeks a dynamic, creative video promotions manager. This individual must be ready to take control of producing dozens of program-specific spots each week. From scripting through scheduling, this position will afford holder a role in creating a new on-air look. Five years progressive experience and extensive knowledge of programming, marketing, and operations a must. Send resume, salary requirements, and writing samples to Box A-94.

Art director WISN-TV, Milwaukee needs a talented, creative and experienced broadcast art director. Must be strong concept person with good management and communication skills. Strong news graphic background a must. If you have unlimited energy and these qualifications, send resume and support pieces to Jim Wagner, Director of Promotion, WISN-TV, P.O. Box 402, Milwaukee, WI 53201. An equal opportunity/affirmative action employer.

Assistant promotion manager. Ready to move into management? Dynamic network affiliate in top 60 market is seeking assistant promotion manager. Excellent opportunity for right person. Strong writing skills, a good sense of what it takes to market a television station and two years' promotion experience required. Send letter and resume to Box A-104.

Art director: Experienced commercial artist needed for ad design and layout, art cards and electronic graphics. Must be able to create and execute from start to finish including still photography, typesetting and stats. Knowledge of computer/computer graphics a plus. Send cover letter outlining your qualifications and resume to Kathy Reese, Creative Services Director, WYV-TV, 801 Wavy Street, Portsmouth, VA 23704. No phone calls, please. EOE.

Public affairs producer/assistant: Mid-sized East Coast market TV station. Position requires minimum three years' television production editing skills, excellent writing ability. Send resumes to Connie Allen, Public Services Director, 801 Wavy Street, Portsmouth, VA 23704. Deadline for receiving resumes is 3/3/86. We are an affirmative action, equal opportunity employer.

Immediate opening for experienced news switcher Large market atmosphere. Send Feb. '86 aircheck, resume and salary requirements to Frank Hoogstraten, WIBW-TV, Box 119, Topeka, KS 66601. EOE.

Planned giving officer: public broadcasting organization is looking for a grant/planning officer. Existing program is just getting on its feet and requires personable self starter to give it life. Good communication skills are essential as is the ability to translate the needs of the organization into effective long term relationships. Experience in both areas helpful. Must have car and be able to work flexible schedule. Reply with resume, references and salary requirements to: Development Office, Dept. B, WNED-TV, Box 1263, Buffalo, NY 14240. EOE.

Photographer/editor. Award-winning local programming department wants person with great eye, flashing editing and long form or magazine experience. Send tape/resume immediately to Judy Cairo, WSB-TV, 1601 W. Peachtree St. NE, Atlanta, GA 30309. No calls, please.

SITUATIONS WANTED MANAGEMENT

Returning to U.S. from Japan in late August; seeking management opportunity. Have Harvard AB, Wharton MBA and 12 years experience in budget-fiscal management. Also broadcast experience in Japan. Open to all opportunities. Prefer mid-east but would consider other. Contact Harold Ashby, American Embassy-Tokyo, Box 241, APO San Francisco, CA 96503.

Now V.P. Impact TV. Seek S.E. U.S.A. TV/radio/cable group. Creative street sales trained pro. 30 yrs. impressive management team, hands on attitude, excellent record & references, dedicated, people, profit oriented. B.S. degree Rick, Randy 703-893-3151.

Number one, That's what I'm ready for and where I'll take your ratings if you make me promotion manager. My reel and references can attest to that. Give this #2 person the reins and support tools...and I'll produce solutions, not just spots. Box A-70.

If you want a public affairs director who doesn't watch the clock, has had 5 years' experience with everything from being responsible for public service to interviewing people on the air to talking to the PTA about television to coordinating and hosting telethons...I'm your person. I'm not interested in market hopping - I want to make your market my home. Please call Jeanne 715-845-6219. Thank you!

SITUATIONS WANTED TECHNICAL

20 years broadcast engineering. 10 years as television chief engineer & director of engineering. Start up & upgrade construction, studios & transmitters, union crews, people management and departmental budgeting from scratch. Please reply Box A-44.

SITUATIONS WANTED NEWS

Black female TV reporter. Intelligent, attractive, good writer. Any market. Stephany. Before 11 AM. 301-542-7419. Last worked in 79th market. Morning cut-ins and hard news.

Sr. field producer/photographer. Now at top 30s evening magazine show and looking for a change. News experience prior to magazine show. and will consider going back to a good news market. Great network and local references. Tape and resume ready to go. P.O. Box 1648, Arlington, TX 76010.

News director: network news pro, national, international experience seeks major affiliate in need of news leader. Box A-81.

Ambitious college grad: B.A. Communications, experience at both CBS and NBC affiliates in San Diego. Desire entry level reporter/anchor position. Call Courtney Knapp. 619-565-9458.

Recent N.R.P.A. Photographer of the Year looking for alternative to Los Angeles rat race. Currently shooting magazine, interested in special projects and documentaries. My tape tells the story. Box A-79.

Need a news director? Current program director returning to news. Decade of TV journalism experience. Box A-101.

Reporter: Major market, 5 yrs. experience. Lateral move desired. Excellent writer. Delivery; sincere, authoritative. Aggressive, animated compassionate approach. Speciality..features. M/A Journalism 609-884-0770.

Anchor/feature reporter: perfect for weekend or noon show in medium market; great at crafting features; five years production experience. Edits tape. Call Mary 608-271-8132.

Creative cable news reporter looking for break in small market. Aggressive self-starter; extensive production skills. Investigative reporting, features, live coverage. Allison 617-696-1026.

Reporter/field producer: award-winner, seven years experience, people motivator, want quality medium or large market station. Box A-103.

Need trouble-shooter, problem solver? Reporter, 8 years' general assignment experience now producer of top-notch consumer investigative team in top 20. I'll do your consumer on-air pieces. Proven ratings winner. Box A-108.

SITUATIONS WANTED PROGRAMMING

Creative talk show producer: I will create a highly successful talk/variety show, or make your current show #1. Outstanding track record, determination and enthusiasm, and excellent references. Box A-102.

MISCELLANEOUS

Primo People: specialists in news talent and management has a new group of proven candidates for your vacancy. Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870. 203-637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Ohio state seeks teacher for television news including ENG. Minimum of MA and extensive broadcast experience. Tenure-track 9-month salary between \$26,000 and \$38,000. Send curriculum vitae/list of references immediately to: Director, School of Journalism, Ohio State University, Columbus, Ohio 43210. OSU is an equal opportunity/affirmative action employer.

Ohio University's E.W. Scripps School of Journalism seeks a director. The largest of five units in a college of Communication, the School has accredited undergraduate sequences in news writing and editing, magazine journalism, advertising, public relations, broadcast news and visual communications. The school has an accredited Master's program and a Ph.D. in Mass Communications jointly with the School of Telecommunications. The school has a 1.5 million dollar endowment from the Scripps-Howard Foundation that permitted the complete renovation and new equipment for a facility that opened Jan. 1986. Total enrollment in the school is 900 with a faculty of thirty. Accomplished applicants are sought from both professional journalism and journalism education. Professional applicants should have significant executive level experience and record of leadership. For such applicants, a graduate degree is not required, but will be viewed as an asset. Applicants from journalism education should have a doctorate, administrative experience and substantial teaching experience. All applicants are expected to have a record of service to the field of journalism. The director will be expected to remain productive in his or her own field. The position is open no sooner than July 1, 1986, and no later than September 1, 1986. Nominations are welcome. Applicants should send a current resume, a cover letter stating what you could contribute as director of the school and names, addresses, and phone numbers of at least three references. Nominations or materials should be sent by March 1, 1986, to Dr. Guido Stempel, Acting Director, E.W. Scripps School of Journalism, Scripps Hall, Ohio University, Athens, OH 45701. Ohio University is an equal opportunity employer and encourages applications from women and members of minority groups.

Mass Media faculty. Anticipated opening, September 1986; tenure track. Introductory and upper level courses. Background in public relations/media research techniques preferred; ability to teach television production useful; Ph.D. in Mass Communications or near completion required. Rank and salary commensurate with qualifications and experience. Send cover letter, three letters of recommendation, and transcripts for all degrees earned and in progress by March 15, 1986, to: Personnel Office, Westfield State College, Westfield, MA 01086. An AA/EEO Employer.

Assistant professor. Tenure-track, radio-TV department, School of Journalism. University of Montana. Available September 1, 1986. \$22-26,000 for nine-month academic year. Requires teaching and student advising in accredited program. School offers Bachelor of Arts degrees in journalism and radio-TV and MA program. Founded in 1914, The University of Montana School of Journalism is one of the oldest J-Schools in the nation. The University opened an \$8.6 million Performing Arts Radio-Television Center in 1985. Applicants must have minimum of 5 years experience and demonstrated competence as news reporter or producer, preferably in TV and in major market. Teaching experience and Master's degree desirable. Most important consideration: quality of professional experience as working broadcast journalist. Position offers opportunity to join first-rate professionally oriented journalism faculty in spectacular Rocky Mountain setting at time when University of Montana has established broadcasting as a priority. To apply, send letter of application and complete summary of education and experience, including names of at least three professional references, postmarked no later than March 15, 1986 to Joseph Durso, Jr., Chairman, Radio-Television Department, School of Journalism, University of Montana, Missoula, Montana 59812. AA/EEO. Women and minorities are encouraged to apply.

M.A. Program in film/video production, screenwriting, critical studies. No previous experience necessary. Graduate assistantships available for Fall 1986. Write for brochure to Prof. John D. Douglass, School of Communications, The American University, Washington, DC 20016.

Communication: one tenure-track position and one non-tenure track position available. Teach basic mass communication courses, basic and advanced broadcasting, advise students, and supervise practicum. Requires Master's degree; Ph.D. desired. Position available; August 25, 1986. Application deadline: until filled. Send letter of application, vita, and names, addresses and phone numbers of three references to: Director of Personnel, Northwest Missouri State University, Maryville, MO 64468. Affirmative action, equal opportunity employer.

Telecommunications: Assistant Professor, full-time, tenure-track position. Masters required, Ph.D. preferred, 3 years college teaching required. Teach graduate and undergraduate courses in an established, production-oriented program. Applicant would be able to teach TV production and any of the following: Introduction to Telecommunications, Writing for TV, Telecommunications Law, Telecommunications Management, and supervise internship. Competitive salary/benefits. Available September, 1986. Deadline for application in March 15, 1986. Send resume, transcripts and three letters of recommendation to: Search Committee, Department of Telecommunications, Kutztown University, Kutztown, PA 19530. Kutztown University is an affirmative action/equal opportunity employer and actively solicits applications from qualified minority candidates.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

A 1000 voices. OK, only 50 but you're fast as greased lightning and you dream about CLIO's every night. In-house state of the art recording studio for top creative ad agency needs talented, quality oriented producer. Golden dollars for golden throat. Loose creative atmosphere and no air shift! Sense of humor required. Send cassette of spots and resume to Traxion Recording Studios, 701 Lexington Ave., Greensboro, NC 27403.

PROGRAMMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

EMPLOYMENT SERVICES

Lucrative opportunities with client station in television and radio nationwide. All levels, all market sizes. Confidential, professional, and personalized. If you're good at what you do, we want to hear from you! Contact Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476, or call 813-786-3603.

MISCELLANEOUS

Mobile facilities and crews. Nationwide service. Any pickup anywhere. No job too small or large. Trucks, people, transmission, tele-conferences, etc. Call 215-576-6075.

Music Man: Contemporary Spanish Mansion, 8000 sq. feet, 4/4 plus 2 powder rooms. Audio room with console control—mike jacks, etc. Bar, soda fountain, elevator, electr. dumb waiter, master suite beautifully appointed. Pool, hot pool, on golf course in Royal Palm Yacht & Country Club—million dollar class! A radio man's dream (recordings)...Call Owner Helen Hamill Berhalter, 305-426-2128 or 619-323-1106; address, 243 Royal Palm Way, Boca Raton, FL 33432.

Wanted: funny short films or videotapes. (1-3 minutes) for potential air on national television show. Send tapes to: Comedy Tonight, WNEW-TV, 205 East 67th St., NYC 10021.

Info-packed cassette tells how to break into radio/TV voiceover business. \$9.95 to: Voiceworks, Box 17115, Greenville, SC 29606.

WANTED TO BUY EQUIPMENT

FM-20kw/30kw, BE FM-30 (1983) w/FX-30 exc. like new; CSI T-20-F on air w/exc. & stereo (1982), mint. Call M. Cooper, Transcom, 215-379-6585.

FM-2.5/3.5kw, CCA 2.5kw w/exc. on air w/proof, Bauer 605B (1984) 5kw w/690 exc. (going higher power); McMartin 3.5kw w/exc. on air w/proof, Call M. Cooper, Transcom, 215-379-6585.

AM-5kw & 1kw, Collins 21E on air w/proof, ITA 5000A on air excellent condition, Harris BC-1H (1972) mint condition—Collins 820D1 (1972). Call M. Cooper, Transcom Corp. 215-379-6585.

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash- highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

Wanted: used VHS 3/4", 1" and 2" videotapes. Cash paid for all lengths. No defectives. Call Andy Carpel, 301-845-8888.

Wanted, SONY WEX-2000 pattern extender and Chroma Key board, for CDL 350 switcher. Call 303-629-5347 collect.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404-324-1271.

GE 30kw UHF transmitter. Immediate delivery, good condition. Quality Media 404-324-1271.

Videomedia 1" VTR editor model Z-6000. New. Half price. Bill Kitchen, Quality Media, 404-324-1271.

Ampex 4000A switcher, Commander II editor, Centro remote/ENG van, RCA TR-100 cart system, more. Call 205-956-2227.

McCurdy SS7700 audio console for television with rack, jackfields, equipment interconnect cables, and many more features. New condition, never installed. Originally purchased for over \$42,000.00 Will sell for \$11,000.00 Call for information: 312-351-4415.

Two Ikegami HL-79A ENG/EFP cameras. Good condition. Each includes Cannon 9-118mm macro zoom lens, 2 batteries, and shipping case. \$11,500.00 each. Call Clint Tinsley, Center City Video. 215-568-4134.

Betacam BVW-3 complete field package. well-maintained. \$35,000. 415-386-1100.

Production equipment: Hitachi HR100, low hours, heliodyne adaptor—\$15,000. Ikegami HL79A, \$9,000. TK76B; Hitachi FP50s, Panasonic AK100/AU100, CMX340/NEC TT7000s, VPR2Bs, Illusion DVE, Quanta Q7 CG, Chyron 4000, 5500 color corrector, Angenius 25X and Fuji 22X lenses. CP6112 switcher, Vinton heads, tripods and dollies. Hydroned 500 head. Call Jack Taylor, WVSCO, 315-367-2800.

Mobile vans: Two 14' cube vans fully equipped, Camera Van - Five triax cameras, GV switching and routing, Yamaha audio. Tape Van - 2 Ampex VPR2B w/Slo-Mo, Chyron 4000. Bosch and Tektronix monitoring and test equipment. Ready to go. Excellent Condition \$285,000. 38' Gertenslager recently rebuilt. No equipment \$27,000. 30' Gertenslager recently stripped. \$14,000. Call Jack Taylor, WVSCO, 215-367-2800.

Grass Valley 3260 sync generator (genlocks) \$2,250, Crosspoint Latch 6006C \$1,000. BVU 200 XLNT, \$2,000 w Covgnce Mod. 213-876-4055.

Blank tape, half price! Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.99. ELCON evaluated 3/4" videocassettes guaranteed broadcast quality. To order, call Carpel Video, Inc., 301-845-8888, or toll free 800-238-4300.

New and used radio broadcast and microwave towers. Complete nationwide sales and service erection specialists bonded with 25 yrs experience (Turn-key Operations). T.M.C.I. 402-467-3629.

Used TRUSCON 4-leg angle, self-supported tower. 183' excellent condition. Clearwater FL \$15,000.00 813-461-1341. Can erect on your site.

Low power-TV CP holders. Complete RF transmitting packages. Television Technology Transmitters, Bogner and Scala Antennas, Cable-wave Transmission Line. Our LPTV experience and knowledge will direct you towards solutions; our package prices and prompt delivery will make you smile! Invest in a phone call today! 916-961-6411, and/or send a copy of CP with letter for a no obligation equipment proposal. Kidd Communications wants your business, and we will work for it! 4096 Bridge, Fair Oaks, CA 95628.

COLLINS 21A, 5kw AM Transmitter currently on air. FOB South. \$2500.00 you remove. Maze Broadcast Co. 205-956-2227.

NEC "Eflex" digital effects system. Single channel, 3 yrs old, on line. Exc. condition. 27K. Maze Broadcast Co. 205-956-2227.

Dubner CBG-2 animation system, excellent condition. 4096 colors, DeJag/Anti-Aliased, 4 Meg Meg-O-Mem Board. Drives included. Iomega and CDC removable. Call 215-568-4134.

Over 85 AM & FM transmitters. AM-5kw-10kw-5kw & 1kw FM-25kw-15kw-10kw-5kw & 1kw All manufacturers. All inst. books. All our own inventory. See us at NAB. Bascos International, 5949 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

Quality broadcast equipment. AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people; Call Ray LaRue, Custom Electronics Corp. 813-685-2938.

For sale: ITC stereo record/play cart. Moseley remote control, ITC stereo reel-to-reel, BE-4 mixer. Call 812-451-2636.

Inventory sale! Orban FM Optimods (8) \$4,395.00, 8100 XT Chassis \$1,795.00, 424A compressor De-esser (1) \$839.00, 245F Stereo Synthesizer (2) \$339.00, TV and Optimods ASK! CRL AM-4 Mono, \$2,925.00, Apex Stereo Compellor \$956.00, ITC Delta III stereo cart machines (5) \$4,225.00, ITC telephones Interfaces (12) \$69.00, Technics SP-15 (7) \$499.00, SP-25 (4) \$299.00, RS-1500US (1) \$1,250.00, Micor-Trak Sport authorized dealer, all equipment brand new, terms: Cash plus UPS, 916-961-6411. WE WANT YOUR BUSINESS! Kidd Communications, 4096 Bridge, Fair Oaks, CA 95628.

RADIO

Help Wanted Management

NOSTALGIA MUSIC STATION

Florida AM, booming metro market, seeks Station Manager, sales personnel, announcer-programmers. Should be mature people, age and musical tastes attuned to 1925-55. Box A-111.

Help Wanted Management Continued

STATION MANAGER

One of nation's premier black gospel station (WQIZ) needs hard charging station manager. Licensed to St. George (in the Charleston, SC Metro), this non-directional AM at 810 has super signal and consistent audience ratings. If you're big on promotion, sales and profit, come expand this winner into new horizons. Send resume to Steve Judy, VP & GM, Trident Communications Corporation, 4995 Lacross Rd., Suite 1600, Charleston, SC 29418. EOE.

Help Wanted Announcers

PLAY-BY-PLAY

University of Cincinnati WCKY, Cincinnati, Ohio, is looking for the "Voice of the Bearcats." Telephone talk experience necessary. Tape and resume to Jim Glass, Program Director, WCKY Radio, 219 McFarland St., Cincinnati, Ohio 45202. EOE.

Help Wanted Technical



MAINTENANCE ENGINEERS

UNITED STATIONS RADIO NETWORKS, the only independently owned radio network in the country, has an immediate opening for a maintenance engineer.

The ideal candidate should have 2-5 years experience in broadcast audio maintenance, including equipment alignment, troubleshooting, and repair. Knowledge of both digital and analog audio, processing, and control circuitry. Ability to fabricate custom circuitry and equipment. FCC license or SBE certification and valid driver license required. Qualified individuals are invited to send resume to:

UNITED STATIONS RADIO NETWORKS

1440 Broadway
New York, NY 10018
Att: WL
EOE M/F

Help Wanted Programing, Production, Others

PROGRAM DIRECTORS PROMOTION MANAGERS

Major Cincinnati radio station seeks creative promotions specialist. Must be able to develop and implement attention-getting ideas. Off the wall thinkers encouraged. Don't hold back; give it your best shot. Immediate opening. Resume, tapes and work examples to P.O. Box 2561, Cincinnati, Ohio 45202. EOE.

Help Wanted Sales

We pay well to make great people happy

A year ago, we moved into brand new studios in Charleston. We cranked up our new broadcast tower and hired a great operating staff that's slowly, but surely, building one of the Southeast's best CHR's. Now we're working to match that great product with a great sales force. If you're great, we'll make you just as happy as we make the rest of our staff! Check us out! Call one of our people! Then, rush resume and photo to: Steve Judy, VP & GM, WKQB, 4995 Lacross Rd., Suite 1600, North Charleston, South Carolina 29418. EOE.

GREAT OPPORTUNITY NATIONAL MARKETING MANAGER

Churchill Productions, a Phoenix, Arizona based Radio Programming firm is seeking a marketing expert to join our fast growing company. We currently offer A/C and Easy Listening formats as well as station and commercial jingle production.

Qualified applicants probably have experience in Radio Sales management positions, a history of personal sales success, enjoy travel, and desire a challenge with unlimited growth in America's fastest growing city. Please send your resume and salary history in confidence to:

Tom Churchill
1136 E. Campbell Avenue
Phoenix, AZ 85014

WHYN/WHFM

in Springfield, MA is our first acquisition and R&R Broadcasting is building a broadcast group. We're seeking selling professionals ready to join a market leader with an established list and complete paid life and medical insurance, including dental. If you are currently selling radio and results, we'd like to talk with you. Your cover letter should detail your selling success and special skills or training. Send it along with your detailed resume to VP/Sales, WHYN/WHFM, P.O. Box 9013, Springfield, MA 01101. We are an equal opportunity employer

Help Wanted Programing, Production, Others

BOB BOLTON

Broadcast professional is searching for another challenge! Track record includes: WFBR, WKIX, KXYZ, WOWO, WKH, WFUN, WQXI, WBBQ. Experienced in areas of music, programming, promotions, sales, management and on-air. Fully qualified to program a major market station, program a medium market chain of stations or manage a small to medium market station. Write Bob Bolton, 1319 Burleigh Road, Lutherville, MD 21093 or, better yet, call 301-337-8707.

Situations Wanted Management

TO:SUNBELT RADIO RE:RARE OPPORTUNITY

Don't miss this rare opportunity to hire "the best" to manage your Sunbelt Radio Station/s. I'm probably not somebody you already know, but I am somebody you should know if you are serious about the radio business. I won't be available long! Box A-27.

TELEVISION

Help Wanted Management

TV RESEARCH DIRECTOR

South Florida's number one news station needs person to initiate, execute and follow-through all station research projects. Must have expertise in the use of ARB, NSI, TVQ, Simmons and Starch data as well as knowledge of population trends and psychographics of our market. Prefer applicants with college degree and previous TV research management experience. Send resume to: Barbara Reising, Personnel Manager, WPLG/TV10, 3900 Biscayne Blvd., Miami, FL 33137

EQUAL OPPORTUNITY EMPLOYER

GENERAL MANAGER

for KPDX-TV in Portland, Oregon. Candidates must presently be a GM or GSM of an Independent Television Station. Send resume to: Michael A. Fisher, PO Box 40, Sacramento, CA 95820. EOE.

BUSINESS/ACCOUNTING MANAGER

Independent Television Broadcaster in top 30 market looking for shirt sleeve manager. Broadcasting experience required. Independent television experience and CPA preferred, not required. Resume to: Walker, 3531 "J" Street, Sacto, CA 95816

IMMEDIATE OPENING

Transmitter/Studio equipment maintenance technician with 3 - 5 years experience - RCA UHF Transmitter, RCA - TCR Cart Machine. Working hours 2AM - 11AM. Please send resume to:

Chief Engineer
WPHL-TV, Inc.
5001 Wynnefield Avenue
Philadelphia, PA 19131
(215) 878-1700



WWF SPORTS ANNOUNCER

The World Wrestling Federation has an immediate opening for a television sports announcer.

This position is fulltime and requires extensive travel.

Send resume and on-camera video tape sample (3/4" cassettes only, please) to:

Nelson Sweglar
General Manager - Television
Titan Sports, Inc.
81 Holly Hill Lane
P.O. Box 4520
Greenwich, CT 06830

Help Wanted News

SPORTS ANCHOR WEEKENDS

Top 30 market looking for weekend Sports Anchor/Reporter. Good solid reporting and anchor skills a must. Minimum 3 years experience. Box A-110. Broadcasting.

An equal opportunity employer. M/F.

CHIEF ENGINEER

- Central States Top 30 ADI
- VHF Network Affiliated Station
- Excellent facility & benefits
- Salary - 40's depending on qualifications

Ideal candidate should have 3-5 years engineering management experience with a commercial television station. The person should also have management experience in dealing with Union personnel. The individual should have a broad and deep understanding of ENG, SNG and other microwave equipment and capabilities as used today and projected in the future. The ability to motivate people and communicate positively with peers is a must.

This is a super opportunity for a dynamic individual. Please respond in strict confidence to Box Z-123. Equal Opportunity Employer.

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300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

Help Wanted Programing, Production, Others

TECHNICIANS

Maintenance

Major market, east coast, network affiliate has opening for Maintenance Technicians. 3-5 years previous experience required: Send resume to:

Box Z-58

Equal Opportunity Employer

Help Wanted Sales

REGIONAL SALES REPRESENTATIVE

Fortune 500 Company Subsidiary: leader in the industry: producing station IDs, sales and production libraries, music commercials and television commercials, has opening for sales representative.

Candidates must have successful track record in radio and TV sales, advertising agency sales, or related fields. Position requires extensive travel. Company provides excellent salary, commission plan, plus company automobile, full expenses and outstanding benefits.

Please send resume and salary history to: Jack Adkins, VP/Director Human Resources, Media General Broadcast Services, Inc., 2714 Union Avenue Extended, Memphis, TN 38112. EOE, M/F.



MANAGER GRAPHICS IMAGING

NBC, the acknowledged leader in broadcast and production technology, is widening that gap with the creation of this superb opportunity in order to meet our needs for state-of-the-art innovation in the field of Electronic Graphics.

As Manager of Graphics Imaging, a great deal of emphasis will be placed on the development of this new area. Key projects will include:

- Development of our multi-million dollar Graphics facility
- Determination and selection of equipment for NBC's needs
- Development of working relationships with outside client users
- Development of computer programs for production activity utilizing graphics equipment

We require someone with the proven ability to handle the administrative, financial, and organizational responsibilities that come with this territory.

If you possess the thorough knowledge in this field with the imagination to develop it, then you're someone we'd like to hear from. For prompt and confidential consideration please submit your resume with salary requirements to:

NBC Employment MGI
3000 W. Alameda Ave.
Burbank, CA 91523

Equal Opportunity Employer



Help Wanted Programing,
Production, Others Continued

Help Wanted Programing,
Production, Others Continued



PRODUCTION MANAGER

WXFL Florida Opportunity

WXFL, Channel 8, Tampa, Florida has an excellent opportunity for an individual with 3-5 years experience as a Production Manager.

The person we seek must be an aggressive self-starter with the ability to schedule and manage a large number of people efficiently and deal with clients effectively. Good organizational skills and technical background helpful. College degree preferred. In addition to our desirable Florida West coast location we offer a competitive salary and benefits. Send resume to:

Personnel Department

MEDIA GENERAL

BROADCAST GROUP

817 E. Washington St.

Tampa, FL 33602

an equal opportunity employer
NO PHONE CALLS PLEASE

HELP WANTED

Washington, D.C. Broadcast facility seeking Senior Producer. Must have television production experience, writing ability, and knowledge of national politics. Send resume to: L. Williams, SHOB, Rm 405, Washington, D.C. 20510.

Situations Wanted Sales

PROGRAM SALES

Yong, aggressive broadcast professional seeking challenging position in television syndication sales. Over 15 years experience in local and national sales. Extensive independent station sales background including start-ups. Currently located in Southeast. 404-292-8115.

ALLIED FIELDS

Help Wanted Programing,
Production, Others

EXEC. PRODUCER

Lifetime seeks a creative Executive Producer to develop and manage in-house production unit. Qualified applicants must have minimum 5 years TV Production experience as an Exec. Producer at Major Market station. Must be thoroughly experienced in all aspects of production including studio, field, post-production, budgeting and personnel management. 1 year in a supervisory capacity essential. Occasional travel. Send resume (no tapes) including salary requirement in confidence to:

LIFETIME

C/O Personnel Mgr.

1211 6th Ave.

N.Y., N.Y. 10036

An Equal Opportunity Employer M/F/H/V

VIDEO PRODUCTION PROFESSIONALS

At Northrop Advanced Systems Division, a world leader in aerospace technologies, the most sophisticated equipment and techniques are used throughout the organization. Our audio/visual department, a creatively challenging environment, has the following career positions available:

Producer/Writer/Director

Responsibilities include script development utilizing a media design or instruction technology approach; interactive video development; writing and directing technical, training, informational and marketing videotape, including single camera technical documentation direction and EFP location shoots. Requires 7+ years' experience, with a background as a DP/Camera Operator and Editor (film or video).

Assistant Teleconferencing Engineer

Requires 6 years of experience as a television Production Assistant and familiarity with basic electronics/computers; teleconferencing knowledge preferred.

Senior Editor

Requires computerized editing, switching and DVE experience, including DMX 340 (ISC), Timecode, and A and B roll. Betacam and/or Component experience preferred.

Cameraperson Engineer

Experience as a DP/television Cameraperson with multicamera studio, engineering and EFP production is necessary; aircraft manufacturing background preferred.

The above two positions require 4 years of experience.

Northrop provides our employees a competitive, comprehensive benefits package. Please send **only** your resume, or letter of qualifications (No videos, films, etc.), to: **Janet Vrieling, Northrop Advanced Systems Division, Employment Office, Dept. BCT 4100, P.O. Box 1138, Pico Rivera, CA 90660-9977.**

PROOF OF U.S. CITIZENSHIP REQUIRED. Northrop is an Equal Opportunity Employer M/F/H/V.

We're within your reach

NORTHROP

Advanced Systems Division
Aircraft Group

Employment Services



If your job hunting is stymied by stale leads for jobs that opened up three or four weeks ago, you need MediaLine. It's the broadcast industry's only daily updated job listing.

Last week MediaLine offered fresh listings for major market television reporters, producers in markets 171 to 7, entry level in stations willing to take a chance on you, and scarce weather and sports openings. Get fresh job leads. Get MediaLine. 312-855-6779

TALENT WANTED!

IT'S WHO YOU KNOW!

Looking for a job in broadcasting? **BTA** gets your foot in the door. **FIRST!** All of us need some luck and good timing for the better jobs. **BTA** helps by presenting your tape when opportunity knocks! No more wondering whether you got the job or not. **BTA** can obtain an immediate evaluation and let you know where you stand! Increase your chances for the best jobs available by being in "the right place at the right time"—with **BTA**! For complete confidential details and registration form, enclose \$2.00 postage/handling fee.



Broadcast Talent Agency

555 S. Palm Canyon 110A
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Palm Springs, Ca. 92264
(619) 341-0225

10,000 RADIO-TV JOBS

The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly All market sizes, all formats. Openings for DJs, salespeople, news, production, 1 week computer list: \$6 Special bonus: 6 consecutive wks. only \$15.95-you save \$20. **AMERICAN RADIO JOB MARKET**, 1553 N. Eastern, Las Vegas NV 89101. Money back guarantee!

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The national job listing service that keeps pace with the communications industry. Unpublished jobs that are listed only on our telephone service. Employers prefer to list openings with **JOBPHONE**. Find out why! For complete information write: **Broadcast Entry Consultants**, 15 West 44th St., New York, N.Y. 10036

NEWS—NEWS—NEWS

Anchor—Reporter—Director—M & F, we never seem to have enough to fill the many job orders we receive from stations across the country, in all size markets. If you are ready for a move, let **NATIONAL** help. For complete details and registration form, enclose \$1.00 postage and handling fee: **NATIONAL BROADCAST TALENT COORDINATORS**, DEPT. B., P.O. BOX 20551, BIRMINGHAM, AL 35216, 205-922-9144-ACT NOW!

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Lum and Abner Are Back

...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

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Jonesboro, Arkansas 72403 ■ 501/972-5884

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CREATIVE PRODUCTION HOUSE

Specializing in TV promotion seeks partner to expand capabilities and penetration. National client base including major networks. Principals only reply in writing to: **FHCG**, 1 P.O. Square, Suite 3160, Boston, MA 02109. 617-423-6566.

Wanted to Buy Stations

CASH FOR FM

In or near Seattle, Kansas City, or Tucson. Brokers welcome. Send complete details.

Box A-113

For Sale Stations

OKLAHOMA CITY FULL-POWER UHF TV

**LOW PRICE
EXCELLENT TERMS**

**TEXAS UHF TV CP
FULL POWER
MEDIUM MARKET
FIRST INDEPENDENT**

**Bill Kitchen
(404)324-1271**



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Corporation**

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Area Code (818) 988-3201

**Midwest Market
CBS-TV affiliate.
Asking 4.5 million dollars
Contact Brian Cobb
(202) 822-8913**

or
**Corky Cartwright
(619) 346-0742**



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Ralph E. Meador
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AM-FM-TV-Appraisals
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Lexington, MO 64067
816-259-2544

- Urban contemporary AM covering large university city. \$295,000. Terms.
- More than 80 radio stations from Puerto Rico to Guam including several combos and Class C stations. Call to get on our mailing list.
- Buying or selling. See us at NAB. By appointment only.

**Business Broker Associates
615-756-7635, 24 hours**

901/767-7980

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CPs for 1000-Watt UHF LPTVs.
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Group of **MID-ATLANTIC COMBOS**, including Class B's with fulltime AM's, located in good growth areas. Call Leigh Moylan or Gary Kirtley at 215-865-3775 for more information.

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Suite 800

Bethlehem, PA 18017
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Suite 205

Winchester, VA 22601
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Box 2869

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San Francisco, CA 94104
415 434-1750

East Coast

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New York, N.Y. 10021
212 288-0737

Atlanta

6201 Powers Ferry Rd., #455
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

Location	Size	Type	Price	Terms	Contact	Phone
AR	Met	FM	\$2500K	Cash	Bill Whitley	(214) 680-2807
VA	Met	FM	\$2200K	Terms	Mitt Younts	(202) 822-8913
ME	Sm	AM/FM	\$1400K	Cash	Ron Hickman	(401) 423-1271
CA	Sm	AM/FM	\$1100K	\$150K	Elliot Evers	(415) 495-3516
WY	Met	AM	\$795K	\$100K	Greg Merrill	(801) 753-8090
OK	Med	FM	\$650K	\$180K	Bill Whitley	(214) 680-2807
IA	Sm	FM	\$600K	\$100K	Bill Lochman	(816) 941-3733
NB	Sm	FM	\$500K	\$100K	Bill Lytle	(816) 941-3733
IA	Sm	FM	\$385K	\$65K	Bill Lytle	(816) 941-3733
NC	Sm	AM	300K	\$75K	Mitt Younts	(202) 822-8913

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404-998-1100.



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Media Investment Analysts & Brokers
Bob Marshall, President

Fulltime powerful AM station with strong ratings history located in medium-size southeastern market. \$735,000 with \$100,000 down.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

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Resort Area Combo \$1.2 million cash

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Media Brokerage & Appraisals

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AM/FM COMBO FOR SALE

Strong mid-west market. Big 10 college town. Complete details. Thoben-Van Huss, Inc. 317-636-1016.

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Gross near 1.0 mil. CBS affiliate. State of art Technology. Includes real estate. \$2.75 mil. Principals only.
Reply Box A-90.

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1000-watt full-time AM. Established cash flow. 25% down and owner financing. Seller represented by Fred Thompson (Tulsa). 918-492-5851.

Medium, Major, Small Markets

Radio stations priced from \$200K to \$8 million in Tex., LA., Ark., Tenn, Miss., MO., KS, Ariz, Okla, Ill., Ala., SC.

Put our combined 60 years of broadcasting and brokering experience to work for you.

Mitchell & Associates

Joe Miot or John Mitchell
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There's never any obligation when talking to any of our professional staff.

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802-524-5963

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (NO telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Derk Zimmerman, VP and general manager, Metromedia-owned WFLD-TV Chicago, named president of Metromedia Television, Los Angeles, comprising six television stations that have been sold to Rupert Murdoch. **Al DeVaney**, VP and general sales manager, WFLD-TV, succeeds Zimmerman. Both will remain in those positions when ownership of stations is transferred to Murdoch's Fox Television Stations in March.



Zimmerman



Rumore

Vic Rumore, executive VP, Sudbrink Broadcasting, Nashville, named president and chief operating officer. He will oversee radio and television divisions of company. Sudbrink owns WCBF(AM) Tampa and WBIX(AM) Jacksonville, both Florida; WYDE(AM) Birmingham, Ala.; KAAV(AM) Little Rock, Ark.; KBCQ(AM)-KCKN(FM) Roswell, N.M.; KPOK(FM) Honolulu, and, pending FCC approval, KJIM(AM) Denver. It owns WCEE(TV) Mount Vernon, Ill., and, pending FCC approval, WTLL(TV) Richmond, Va.

Edward Reilly, senior VP, McGraw-Hill Broadcasting Co., New York, named executive VP and chief operating officer. McGraw-Hill owns KERO-TV Bakersfield, Calif., and KGTV(TV) San Diego; KMGH-TV Denver and WRTV(TV) Indianapolis.

Robert Regalbuto, from WCPO-TV Cincinnati, joins KSTP-TV Minneapolis-St. Paul as VP and general manager.

Stephen Kimatian, executive director, Maryland Public Television, Owings Mills, Md., joins commercial WKBW-TV Buffalo, N.Y., as president and general manager.

Charles Edwards, general manager, KTVT(TV) Fort Worth, named executive VP of parent, Gaylord Broadcasting Co.

Victor Marrero, general sales manager, WYOU(AM) Tampa, Fla., named general manager.

John Hysler, general sales manager, WLIG(TV) Riverhead, N.Y., joins KAUZ-TV Wichita Falls, Tex., as VP and general manager.

Frank Morock, news director, WKAK(TV) Selma, Ala., assumes additional responsibilities as general manager.

Robert (Skip) Schulz, station manager, WFCL-AM-FM Clintonville, Wis., joins WJMT-AM-FM Merrill, Wis., as general manager.

Named assistant VP's, American Cablesystems, Beverly, Mass.: **John Chmielecki**, assistant corporate controller; **Patti Kanter**, director of marketing information and research; **Curt Wolff**, director of investor relations; **Thomas Walsh**, general manager, South Shore and Cape Cod systems, both Massachusetts; **Jeffrey Lyman**, director of financial analysis. Named system managers for American Cablesystems: **Victor Pascarelli**, system manager, Orleans, Brewster, Wellfleet and Provincetown (all Massachusetts) systems, to general manager, Cape Cod, Mass., system, and **Carol Bradley**, office manager, American Cablesystems, to system manager, Marion, Mass., system.

Jerome Golden, VP and secretary of ABC, New York, retires. He joined Paramount Pictures as law clerk in 1939, went with United Paramount Theaters when it was severed from production company and to ABC when it was bought by UPT. He has been secretary of company since 1958 and vice president since 1959.

Nan Tepper, director, station services, CBS-owned KCBS-TV Los Angeles, named VP, West Coast personnel, CBS/Broadcast Group.

Carly Pahigian, program manager, WBZ(AM) Boston, named station manager.

Richard Davey, executive producer, KTXA(TV) Fort Worth, named production-operations manager.

Raymond Jones, program director, KENS-TV San Antonio, Tex., joins KWT(TV) Oklahoma City as station manager.

Marketing

Robert Cherins, president, McCaffrey & McCall Direct Marketing, subsidiary of McCaffrey & McCall, New York, named president and chief operating officer, McCaffrey & McCall, succeeding **Henry Bernhard**, named vice chairman and chairman of executive committee.

Monte Newman, VP and general manager, WMAQ-TV Chicago, joins Earle Palmer Brown, Bethesda, Md., as executive VP, chief operating officer.

Craig Brown, co-chief financial officer, D'Arcy Masius Benton & Bowles, New York, named chief financial officer. **Robert Lyman**, who had been co-chief financial officer with Brown, retires after 20 years with D'Arcy MacManus & Masius and its successor.

Gary Carr, VP, associate director of network operations, SSC&B:Lintas USA, New York, named VP, director of network operations.

John Barczyk, senior VP and management supervisor, Campbell-Ewald, Warren, Mich., named group senior VP and group management supervisor.

Marshall Dickman, executive VP, Wolff Whitehall Inc., New York, joins HBM/Creamer there as senior VP.



Watkins

John Watkins, general sales manager, ABC-owned WABC-TV New York, named president, ABC Television Spot Sales, New York, succeeding **Walter Flynn**, resigned.

Nan Heller, director of new business development, Westwood One, New York, named director of sales, Westem region, Los Angeles, for both Westwood One and its recently purchased Mutual Broadcasting System.

Catherine St. Jean, VP, corporate director of communications services, Needham Harper Worldwide, New York, named assistant director of creative services.

William E. Ross, 55, chairman of Tatham-Laird & Kudner Advertising, Chicago, retires. Ross joined agency in 1982 from J. Walter Thompson. He will remain consultant to company. **Charlotte Beers**, chief executive officer of T-L&K, succeeds Ross as chairman. **William Youngclaus**, chief operating officer, T-L&K, assumes additional title of president.



Ross



Beers



Youngclaus



Gage

Robert Gage, executive VP, creative director, Doyle Dane Bernbach, New York, named executive creative director, DDB-U.S. He succeeds Roy Grace, who left to found own advertising agency with fellow DDB executive, Diane Rothschild ("Fates & Fortunes," Feb. 10).

Jerry Cregan, VP, stations, central division, Katz Radio, New York, named president, Republic Radio, a Katz Radio Group company.

John Poche, account executive, KRBE-FM Houston, joins Republic Radio there as sales manager.

Wayne Sandlin Jr., VP, account supervisor, Beber Silverstein & Partners Advertising, Miami, named VP and account supervisor.

Elected VP's, McCann-Erickson, New York: **Linda Boothby** and **David Edelberg**, account supervisors; **Betsy Fifield**, account director, and **William Granda**, administrative manager.

Scott Dunnell, account director, marketing services group, Tatham-Laird & Kudner, Chicago, joins D'Arcy Masius Benton & Bowles there as director of marketing services, Inter-group marketing and promotions group.

Jeff Wright, account supervisor, Carmichael-Lynch, Minneapolis, named VP, account supervisor.

Margaret Mollo, from ABC-TV Spot Sales, New York, joins Worldvision Enterprises, New York, as director, advertiser sales administration, responsible for sale of commercial time within Worldvision's advertiser-supported programming.

Account supervisors named VP's, Tracy-Locke, Denver: **Tom Botelho**, **Vivian Caudle** and **Deb Broka**.

Named VP's, William Esty Co., New York: **Sylvia Bullock**, senior copywriter; **Eileen O'Hare**, group creative director, and **Randolph Pearsall**, account supervisor.

Karol Keppy, copywriter, Mohawk Advertising, Mason City, Iowa, joins Admark Advertising Marketing Services there as copy chief.

Named corporate VP's, MMT Sales, New York: **Dolores White**, head of business affairs; **Dan O'Kane**, head of finance; **Maureen Boylan**, head of computer division; **Al Cannarella**, head of research, and **Jon Gluck**, head of programming.

Carol May, marketing director, Media Cybernetics, joins Pallace Inc., Silver Spring, Md., advertising agency, as senior account executive.

Tim Ives, media planner, D'Arcy Masius Benton & Bowles, Chicago, named media supervisor. **Jeff Rhodes**, assistant media planner, DMB&B, named media planner.

Joseph Newman, VP, group media director, HCM (formerly Marsteller Inc.), New York, joins HBM/Creamer there as associate media director.

Jack Masters, head of television sales department, Samuel Goldwyn Co., Los Angeles, named VP, national television sales.

Alyssa Stanger, from Wells, Rich, Greene, New York, joins Geer, DuBois there as broadcast media buyer.

Kim Dent, from Campbell-Ewald, Detroit, joins W.B. Doner there as art director and producer.

Peter Cornish, creative director, Ketchum Advertising, New York, joins Cunningham & Walsh, New York, as associate creative director.

Jane Doherty, account executive, Blair Radio, Boston, named manager of office, succeeding **Prudence Hay**, resigned. **Joanne Adduci**, from WHTT-FM Boston, joins Blair Radio there as account executive.

Peg Mazzarella, associate director, management accounting systems, Katz Communications, New York, named director of management accounting systems. **Gerard Spinoso**, account executive, John Blair & Co., New York, joins Katz Continental Television there as account executive. **Esther Cohen**, from Campbell-Mithun, Chicago, joins Katz American Television there as account executive.

Herman Stern, general sales manager, KRBK-TV Sacramento, Calif., joins WDZL(TV) Miami in same capacity.

Robert Russo, VP, sales, WBEN-AM-FM Buffalo, N.Y., joins WKBW(AM) there as general sales manager.

Lou LaTorre, senior account manager, New York office, WTBS(TV) Atlanta, named VP, New York sales manager.

Theresa Graham, assistant traffic manager, KFMB-TV San Diego, joins WGBO-TV Chicago as traffic manager.

John Coleman, member of marketing department, American Television & Communications, Denver, named sales manager of Southwestern Cable TV and American Cablevision of Coronado, Calif., cable systems composing ATC's San Diego division.

Karen Cormier, office manager, Vision Cable Company of Rhode Island, Pawtucket, R.I., joins Colony Interconnects Inc., Providence, R.I., as broadcast sales coordinator.

Neal Spector, copywriter, Stone, August & Co., Detroit, joins W.B. Doner there in same capacity.

John Kahn, account executive, KRBE-AM-FM Houston, named local sales manager.

Teresa Freitas, account executive, KLOK-FM San Francisco, named local sales manager.

Pat Lindert, from KSON-AM-FM San Diego, joins KXYX(FM) there as account executive.

Mike Snyder, national sales manager, KXTV(TV) Sacramento, Calif., joins KTXL(TV) there as regional sales manager.

Tom Rusk, marketing consultant, WVFM(FM) Lakeland, Fla., named regional sales manager, WLKF(AM)-WVFM(FM).

Charlotte Conners, sales manager, WBCS-AM-FM Milwaukee, joins WRKR-AM-FM Racine, Wis., as local sales manager.

Mario Carrera, from KMEX-TV Los Angeles, joins KTTV(TV) there as local sales account executive.

F. Semler Dieterich Jr., general sales manager, WQTV(TV) Boston, joins WBZ-TV there as account executive, local sales.

Chris Furman, development director, Regina Schools, Iowa City, Iowa, and **Michael Moran**, from University of Iowa, join KCRG-TV Cedar Rapids, Iowa, as account executives.

Kathleen Nunnery, sales representative, Chemical Metal, Norwalk, Conn., joins WOR(AM) New York as food sales representative.

Liz Schouler, account executive, KCPQ-TV Seattle, named account executive, WLS-TV Chicago.

Named account executives, WCAO(AM)-

WXYV(FM) Baltimore: **Susan Ottenheimer**, from WCBM(AM) Baltimore; **Suzanne Haley**, from Raptis Advertising, Baltimore; **Yolanda Rainey**, from noncommercial WHOV(FM) Hampton, Va., and **Mary Garlington**, from WGRX(FM) Westminster, Md.

Al Tunis, from WSRF(AM) Fort Lauderdale, Fla., and **Michael Blum**, from WPNV(AM) Lansdale, Pa., join WKAT(AM) Miami Beach, Fla., as account executives.

Programming

Morton (Tim) Fry, executive VP, Warner Electronic Home Services, and VP, law and business affairs, Warner Home Video, New York, joins Congress Video Group there as president and chief executive officer.

Dee Eulberg, director, production coordination, and **Dan McRae**, director, domestic contracts, Warner Brothers Television Distribution, Burbank, Calif., named VP's.



Hewitt

Steven Hewitt, director of variety programming, Home Box Office, New York, joins Showtime/The Movie Channel there as VP, original programming, East Coast. **Bob Greene**, manager of national accounts for Showtime/TMC, named director, national accounts.

George Noory, director of telecommunications, Fleishman-Hillard, St. Louis public relations firm, joins Laclede Communications Services, St. Louis film and video production company, as president.

Garry Conner, senior VP, Satori Entertainment, New York, named president, Satori Television, syndication arm of Satori.

Jo Ann Emmerich, VP, daytime programs, East Coast, named VP, daytime programs, ABC Entertainment, remaining based in New York. She succeeds Jacqueline Smith, who resigned that post but remains consultant to ABC ("Fates & Fortunes," Feb. 10).

Anne Waldeck, senior manager, corporate finance, The Disney Channel, New York, named director of finance, video department.

Michael Weiser, VP and general manager, King World Enterprises, New York, joins Blair Entertainment there as VP, director of station clearances. **Rob Roberson**, Southwest division account manager, Metromedia Producers Corp., joins Blair Entertainment, Los Angeles, as division account executive.

Craig Millar, general sales manager, Taft-owned WTVN-TV Columbus, Ohio, named VP, television sales, Taft Broadcasting.

Bob Kelley, director of business affairs, Universal Studios, Los Angeles, named VP, business affairs.

Edward Monahan, from Television Program Enterprises, New York, joins Multimedia Entertainment, New York, as sales manager, Western division.

Christopher Rovtar, from Paramount Domes-

tic Television Distribution, Los Angeles, joins Access Syndication there as Western sales account executive.

Bob Neece, director of special projects, Four Star International, New York, named VP, East Coast operations.

John Figueroa, VP, West Coast operations, GalaVision, Los Angeles, named VP, marketing there.

Alan Letz, director of distribution services, Harmony Gold, Los Angeles, named director of home video services.

Neil Stearns, literary agent, Irv Schecter agency, Los Angeles, joins Taft Entertainment there as VP, development.

Judy Jenkins, program director, WZTV(TV) Nashville, joins USA Network, New York, as manager of programing acquisitions and scheduling.

Edwin Michalov, vice president, sales, 20th Century Fox Telecommunications, Los Angeles, joins Telstar Channels, Los Angeles-based multichannel pay-per-view cable program service, as director of programing and marketing.

Daniel Davids, director of marketing, Arts & Entertainment Network, New York, named director of sales.

Nicole Sabathie, account executive, KCBS-TV Los Angeles, joins Telepictures, Dallas, as director of Southwest sales.

Lisa Sable, from A.J. Wood Credit Marketing Services, Philadelphia, joins Prism, Bala Cynwyd, Pa.-based regional pay television service, as product manager.

Hurst Swiggart, production manager, KTUL-TV Tulsa, Okla., joins SPN Productions there as sales manager.

Paul Baccus, from Corlolo Service Inc., Los Angeles programing distributor, joins Filma-tion there as account executive.

Mark Smith, operations manager, WAKA(TV) Selma, Ala., assumes additional responsibilities as program director.

Glenn Dyer, operations-production manager, Taft-owned KTXA-TV Dallas, joins co-owned WDCA-TV Washington as program manager.

John Emery, VP and manager, WCRB Productions, Boston, named VP of parent, Charles River Broadcasting.

Robert Stengel, director of corporate services, Continental Cablevision, Boston, named VP, programing.

Paul Goldstein, production director, WPIX-FM New York, joins WNBC(AM) there as production administrator.

Debby Messana, national producer, *PM Magazine*, San Francisco, joins KING-TV Seattle as executive producer.

Gary Dowdalls, producer-director, WTVO-TV Rockford, Ill., and **Mark Cridland**, producer-director, WBAK-TV Terre Haute, Ind., join KOLR-TV Springfield, Mo., as producers-directors.

Roy Stephens, from WMJC(FM) Birmingham, Mich., joins WNIC-AM-FM Detroit as afternoon drive air personality.

News and Public Affairs



Foty

Tom Foty, part-time correspondent, NBC News, Washington, named evening producer, night news manager, NBC Radio News, New York.

Appointments, ABC News: **Rex Granum**, director, television news coverage, New York, named bureau chief, Southern bureaus, Atlanta, Dallas, Miami, Central and Latin American bureaus reporting to him. He is based in Atlanta. He succeeds **Ray Nunn**, who becomes senior producer, weekend news, New York. Glennwood Branche, Washington bureau producer, to Philadelphia bureau chief.

Meredith White, senior editor, *Newsweek*, New York, joins ABC News there as senior editor, 20/20.

Gary Kennerknecht, news assignment editor, WHEC-TV Rochester, N.Y., named assistant news director.

Larry Wallenstein, assistant news director, WTVJ(TV) Miami, joins WCIX(TV) there as news director.

Rick Dawson, reporter, WSAZ-TV Huntington, W.Va., assumes additional responsibilities as weekend producer-anchor.

Appointments, KSNW-TV Wichita, Kan.: **Wayne Abler**, from KSNF(TV) Joplin, Mo., to 10 p.m. regional news producer; **Kristen Jobs-Haugen**, from KELO-TV Sioux Falls, S.D., to noon news producer; **David Ross**, from WDEF-TV Chattanooga, to city-county reporter; **Janet Seipel**, senior producer, news, to special projects producer, and **Debbie Gann**, city-county reporter, to special projects reporter.

Nicole Thibault, news producer, KOMU-TV Columbia, Mo., joins WANE-TV Fort Wayne, Ind., as night producer.



Starnes-Jaco

Evelyn Starnes-Jaco, producer-editor, NBC Radio, New York, joins Mutual Radio Network, Arlington, Va., as news manager.

John Donovan, Middle East correspondent, ABC News, Aman, Jordan, joins Cable News Network, London bureau, as correspondent.

Bob Wright, assignment editor, KBMT(TV) Beaumont, Tex., joins KRBC-TV Abilene, Tex., as news director.

Larry Stirewalt, news manager, WDAU-TV Scranton, Pa., named VP and news director. **Joseph Buckley**, producer, WDAU-TV, named executive news producer.

Ann Davis, medical reporter, WIS-TV Columbia, S.C., named anchor and producer, *Mid-*

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John Barry, senior director of sports, KIRO-TV Seattle, named executive producer, sports and specials.

Appointments, WAKA-TV Montgomery, Ala.: **Carole Meekins**, reporter, KPLR(TV) St. Louis, to weeknight co-anchor; **Rick Sarro**, sports director, KPLC-TV Lake Charles, La., to sports director; **Jeff Jensen**, from KWWL-TV Waterloo, Iowa, to meteorologist; **Sharon Lord**, reporter, KFDX-TV Wichita Falls, Tex., to noon anchor-reporter; **Dan Lynn**, sports anchor, WRBL-TV Columbus, Ga., to weekend sports anchor-reporter; **Sidney Evans**, reporter, WTOK-TV Meridian, Miss., to reporter; **Ken White**, reporter, to assignment editor; **Ann Little**, from WTVX(TV) Fort Pierce, Fla., and **Joe Fantocone**, from WABG-TV Greenwood, Miss., to news photographers.

Loretta Carroll, anchor-reporter, WOKR-TV Rochester, N.Y., joins KMTV(TV) Omaha as 5 and 10 p.m. co-anchor. **Mark Pettit**, weekend anchor, KMTV, named 5 and 10 p.m. co-anchor.

Chuck Blitzer, reporter, substitute anchor, WPTZ(TV) Plattsburgh, N.Y., joins WGME-TV Portland, Me., as reporter and morning news anchor.

Lance Orozco, from KSBY-TV San Luis Obispo, Calif., joins KEYT(TV) Santa Barbara, Calif., as reporter.

Joan Zec, from KTSM-TV El Paso, joins KVIA-TV there as reporter.

Janice Waibel, from WEWS(TV) Cleveland, joins KSL-TV Salt Lake City as nightbeat specialist.

Sam Merrill, from WILX-TV Lansing, Mich., joins WJRT-TV Flint, Mich., as reporter.

Scott Cash, sports director and anchor, WMDT-TV Salisbury, Md., joins WVEC-TV Hampton, Va., as weekend sports anchor.

Technology

Otto Genutis, VP and general manager, color picture tube operations, Zenith, Glenview, Ill., named senior VP, components group, succeeding **Joseph Fiore**, who is retiring after 37 years with company.

Frank Leshner, general counsel and assistant secretary, Sony Corp. of America, Park Ridge, N.J., named VP and general counsel.

Verne Zugenbuhler, VP, sales and marketing, Gandalf Data Inc., Chicago, joins Artel Communications Corp., Worcester, Mass., as sales and marketing VP for its Fiberway digital, broadband, fiber optic network.

Lori Kolodzey, manager, program operations, Midwest, ABC Radio Network, Chicago, joins WGN(AM) there as manager, satellite and technical services.

Harold Jackson, chief engineer, WJKS-TV Jacksonville, Fla., joins WPMI(TV) Mobile, Ala., as chief engineer.

Appointments, operations and engineering, Public Broadcasting Service, Washington: **Maryanne Schuessler**, manager, PBS broadcast services, to assistant director, traffic and services, broadcast operations; **Marcia Brooks**, broadcast coordinator, to manager,

day-of-air operations; **Doris Cooper**, assistant director, broadcast operations, to assistant director, tape library and administration; **Andrea Guidry**, **Pat McComble** and **Irene Miranda**, traffic coordinators, to broadcast traffic specialists.

Larry White, from WJKA-TV Wilmington, N.C., joins KOAM-TV Pittsburg, Kan., as chief engineer.

Promotion and PR

Sandra Lauffer, senior executive, public and media relations, Intelsat, Washington, resigns.

Robin Ellen Hanna, assistant creative director, Ventura Associates International, New York, named director of public relations.

Marty Iker, from own company, Iker Marketing and Creative Services, Cincinnati, joins KNBC(TV) Los Angeles as creative director, advertising and promotion.

Donna Yamaguchi, promotion assistant, WOLF-TV Scranton, Pa., joins WDAU-TV there as advertising and promotion manager.

David Rhoades, producer-director, WITN-TV Washington, N.C., named promotion manager.

Jon Volmar, from WSUN(AM) St. Petersburg, Fla., joins WYNF(FM) there as promotion director.

Lon Braithwaite, morning drive anchor, WGBB(AM) Freeport, N.Y., resigns to operate his independent news and public relations business.

Allied Fields



Hockeimer

Henry Hockeimer, who retired in April 1985 as president and chief executive officer of Ford Aerospace and Communications Corp., joins United States Information Agency, Washington, as deputy director, television and film service.

Dennis Eckhout, senior financial analyst, Frazier, Gross & Kadlec, Washington, joins Communications Equity Associates there as senior broadcast analyst.

M. Patricia Duggan, manager, marketing/client services, television products, Arbitron, New York, named client service manager.

R. Dean Mills, acting dean, school of communications, Pennsylvania State University, University Park, Pa., resigns.

Appointments, United States Information Agency's television and film acquisitions committee: **David Wolper**, David Wolper Productions; **Jean Firstenberg**, director, American Film Institute, and **Michael Frankovich**, president, Frankovich Productions.

Elected to Arbitron Radio Advisory council, New York: **John Gush Jr.**, WXBQ-FM Bristol,

Va.; **Ronald Pancratz**, WJR(AM) Detroit; **Lee Larsen**, KOA(AM) Denver, and **Nathan Safir**, KCOR(AM) San Antonio, Tex.

George Schaefer, producer-director, joins UCLA, Los Angeles, as chairman of department of theater, film and television.

Jay Billie, client service manager, Arbitron, leaves to form own media research consulting firm, J. Billie Associates, based in Silver Spring, Mo.

Richard Lubic, independent communications consultant, Los Angeles, joins Michael Prince & Associates, Century City, Calif.-based investment banking firm, as executive VP of MPA's newly formed broadcast-telecommunications division.

Bob Block, group marketing manager, Daniels & Associates, Denver, named director of marketing.

Elected officers, Metro Cable Marketing Group, Teaneck, N.J.: **Mary Tassini**, Monmouth Cablevision Association, president; **Lorraine Cole**, U-A Columbia Cablesystems, vice president; **Audrey Morrison Hall**, American Cablesystems of New York, treasurer, and **Ernie Roy**, Vision Cable TV, secretary.

Elected officers, board of directors, Society of Satellite Professionals, Washington: **Wilbur Pritchard**, Satellite Systems Engineering, Bethesda, Md., chairman; **Robert Wold**, Robert Wold Co., president; **Polly Rash**, General Instrument Corp., vice president, operations; **Peter Marshall**, Visnews, London, vice president, international liaison; **Susan Irwin**, Irwin Communications, Washington, vice president, chapters and regions; **John Tagliaferro**, Hughes Television Network, New York, secretary, and **Mack E. Schwing III**, Touche Ross & Co., Washington, treasurer.

Deaths

Howard Vollum, 72, co-founder and vice chairman, Tektronix, Beaverton, Ore., died of stroke Feb. 3 at St. Vincent hospital, Portland, Ore. In 1946, Vollum joined with fellow Portlander M.J. (Jack) Murdock to found Tektronix. Vollum was president of company from 1946 until 1971. In latter year, Murdock was killed in seaplane accident, and Vollum succeeded him as chairman, remaining in that post until 1984, when he became vice chairman. Vollum is survived by his wife, Jean, and five sons.

Ticker Freeman, 74, musician and composer who was arranger and conductor for *The Dinah Shore Show* on NBC-TV in 1950's, died of cancer Jan. 30 at Valley Presbyterian hospital, Van Nuys, Calif. He is survived by his wife, Esther, and four sons. One son, Barry, is director of talent acquisition for Westwood One Radio Networks, Los Angeles.

Robert Behringer, 68, retired VP and general manager, MetroVision Inc.'s Chicago area cable systems, died of cancer Feb. 1 at Phoenix nursing home. Behringer joined MetroVision in 1980. Before that he had been VP and general manager of Anixter-Pruzan, Chicago, distributor of cable television supplies. Behringer was former member of National Cable Television Association board of directors. He is survived by two sons and daughter.

When it was good it was very, very good

The irony of Herbert Brodtkin's career is that it has earned him a good deal of money, recognition and respect from an industry that he believes has been headed in the "wrong direction" since moving from live production to film and tape a generation ago.

Brodtkin has been a television producer, making series and specials for network television and more recently cable, for 36 years. His projects have collected more than 50 Emmys. His list of credits includes ABC's *Alcoa Hour* (1955-56), CBS's *Playhouse 90* (1958-60) and *The Defenders* (1961-65), the NBC mini-series *Holocaust* (1978), and the HBO Premiere Films dramas *Sakharov* (1984) and *Murrow* (1985). Next week, CBS will air a Brodtkin production, *Welcome Home, Bobby*, dealing with a subject the network forbade him to touch 25 years ago during *The Defenders*—homosexuality.

Brodtkin has made a career of producing dramatic programs that deal with controversial subjects. And he has done it in a medium that he believes has produced far more "junk" than worthwhile programming during the last two decades. "Once television got into film," back in the late 50's and early 60's Brodtkin believes, "all the rules changed. Everything became very commercial. The industry was growing, films could be distributed all over the world, unlike live television, and it became a more sophisticated industry, with much more supervision and censorship of the shows." The medium has been going in the wrong direction ever since, he contends. It is Brodtkin's view that the medium let slip an opportunity to "develop into an art form of its own, differentiated from stage or screen. And to a large extent it missed that opportunity because the motivations were different." The goal became, he says, "to make as much money as possible." According to Brodtkin, the three networks discovered that the best way to do that was "to cater to what they called the mass of people as against smaller numbers who might be more pleased with quality."

That programming to a mass audience means offering some shows that many would consider less-than-quality fare, says Brodtkin, is "utter nonsense." It's simply a way of rationalizing a bottom-line orientation, he says. "I think all the public would have looked at good television, if they were given it. But the television industry has driven down the creative acceptance of the public so they've been trained to relish what they are given. They could just as easily have been trained to relish good work." It's probably too late to change course at this point, he adds.

Yet Brodtkin has remained and thrived in the industry of which he is so openly critical. With a background in theater production and design, he cut his teeth on film production during a five-year stint in the U.S. Army



HERBERT HARRISON BRODTKIN—president, Titus Productions; b. Nov. 9, 1912, New York; BA, Drama, University of Michigan, 1934; scenic artist and set designer, various locations, 1934-41; master of fine arts, direction and design, Yale Drama School, 1941; major, U.S. Army, 1941-46; set designer, Bucks County (Pa.) Playhouse and Westport (Conn.) Country Playhouse, 1946-50; producer, CBS-TV, 1950-52; producer, ABC-TV, 1953-55; producer, NBC-TV, 1955-56; producer, CBS-TV, 1957-60; independent producer, president, Plautus Productions, New York, 1960-64; producer, president and founder, Titus Productions, New York, 1965-present (company was sold to Taft Entertainment, 1981); m. June 25, 1941, to Patricia Montgomery, who died in 1983; children—Lucinda, 35; Brigit, 32.

during World War II. About half of that time was spent producing training films for the Signal Corps. But it was Brodtkin's design background that landed him his first job in television, as a set painter for *Philco Theater* in 1950. Later that year he became a set designer for CBS's *Charlie Wild*, *Private Detective*, and then producer of the program.

In an interview with television writer Ernest Kinoy, with whom Brodtkin has collaborated on many projects, he described how he went from painting sets to producing a program: "The best way to do it is to go into an industry where nobody knows anything. Especially if you have a background in theater. When I came into television I had a pretty good theatrical background, and people working in television in those days knew even less than they know today, which is pretty little. So if you have the right background and you have the opportunity, you can move forward. I became a producer almost out of self-defense. We had to get a show on every week and nobody really knew how to do that, so we just did it."

From 1953 to 1955 Brodtkin produced five series for ABC, including *ABC Album*, *The TV Hour*, *The Motorola TV Hour*, *Center Stage* and *The Elgin Hour*. After producing *The Alcoa Hour* and *Goodyear Playhouse* through 1956 for NBC, Brodtkin went on to produce

eight series for CBS and one each for ABC and NBC from 1957 to 1967. The CBS series included *Studio One* (1957), *Playhouse 90* (1958-60), *Brenner* (1959 and [revived] 1964), *The Defenders* (1961-1965), *The Nurses* (1962-64), *The Doctors and the Nurses* (1964-65), *For the People* (1965) and *Coronet Blue* (1967). In the 1963-64 season, Brodtkin produced *Espionage* for NBC and in 1966 produced *Shane* for ABC.

In the 1950's Brodtkin was a network staff producer, but in 1960 he formed Plautus Productions to produce *The Defenders* for CBS. He remained an independent producer until Paramount bought his company in 1964 in a stock swap that made him the largest single stockholder in the then closely held studio. In 1965 he formed another independent company, Titus Productions (both of his independent companies took their names from the Roman writer, Titus Maccius Plautus). A year later when Gulf + Western acquired Paramount, the late Charles Bluhdorn, then G + W chairman, offered Brodtkin the presidency of Paramount, which Brodtkin says he turned down on the advice of his wife, Patricia, and other confidants. "It was an unbelievably badly managed company," Brodtkin says. In addition, he wanted to continue to produce programs and not become an administrator. Soon afterward, when a long-term production deal with Paramount fell through, one which Brodtkin said he had a handshake on with Bluhdorn, he sold his G + W stock and that was the end of the relationship.

Since 1967, Brodtkin and Titus have focused on the production of made-for-television movies and mini-series, such as the critically acclaimed *Missiles of October*, *Holocaust* and *Sakharov*. In 1981, Titus was sold to Taft Entertainment, a move that Brodtkin said he made so that his long-time associate, Robert Berger, and his two daughters, Lucinda and Brigit, could become "financially independent." He gave each one-third of Titus's stock before it was sold to Taft. "That's mainly why I did it," he said. "Plus the Taft people were good friends of mine." He describes Taft Entertainment president Sy Fischer as a "very close friend" who was also Brodtkin's personal agent for many years.

Given Brodtkin's critical view of network television, it is not surprising that some executives on that side of the fence say he is "not loved" by many he does business with. But, said Steve Mills, vice president, motion pictures and mini-series, CBS Entertainment, "he is respected. He's been on the cutting edge exploring controversial matters for the first time." Mills said the programs Brodtkin produces represent "the seasoning rather than the staples of television."

At 73, Brodtkin still maintains a full-time schedule. In his spare moments he does a little fishing and spends time with his daughters. He reads about 35 or 40 hours a week, most of it related to programs or projects in development in television, the business he loves to hate.

More than halfway through **Nielsen February sweeps** period, **NBC now has one rating point lead over CBS**. Through Thursday, Feb. 13 (covering 15 of sweep's 28 days), NBC had 18.6 rating and 28 share; CBS had 17.6/27, and ABC had 14.5/22.

Ed Joyce ended his 32-year career at CBS last week when he **resigned as senior vice president of CBS/Broadcast Group for CBS Worldwide Enterprises**. Move came only two months into his new post, following his removal from president's job at CBS News ("Top of the Week," Dec. 9, 1985), and appeared to be delayed reaction to demotion from head of division with 1,200 employees, to one with less than one-tenth that number. Joyce explained his decision to BROADCASTING: "In the past couple of months I have received a number of overtures in different areas, including one from someone in the financial community that would involve putting together a company for acquiring and operating television stations. None of these could I respond to while an operating officer of the company. Enough was coming toward me that I took a look at what I was going to do for the next 15 or 20 years. I guess my decision said that the opportunity outside was greater than within." Joyce joined CBS in 1954, starting at WBBM(AM) Chicago. He spent much of his career at WCBS(AM) New York and was news director at station when it adopted all-news format in 1967. Three years later he switched to television and, beginning in 1978, became vice president and general manager, in succession, of WBBM-TV Chicago; KNXT(TV) Los Angeles (now KCBS-TV), and then WCBS-TV New York. He became executive vice president of CBS News in 1981 and two years later took over as president. Rumors that Joyce might be forced out of top job began to circulate late last year. Among problems, it was suggested, were his inaccessibility to news staff, and his having offended some veterans of organization by supporting less traditional shows such as *West 57th*. Joyce was at once blamed for severity of cuts in news division last year and for cost overruns in that division. Asked to comment on whether bottom line considerations might impair news gathering by networks, he said, "I don't think anything is happening to television news that is different from what is happening to 'the business' of journalism in general. For instance, you can find parallels with what is happening at Time Inc. I think for the next few years the industry will be in a period of disinflation that will present serious cost challenges and business challenges. But it is still a very healthy business with considerable potential." There was no announcement last week whether Joyce's post at CBS would be filled.

MCA-TV said it would, effective immediately, begin **selling half-hour episodes of *Knight Rider***. MCA-TV President Don Menchel said new half-hour episodes would be edited versions of full one-hour episodes, not episodes that have been cut in half down middle—similar to what MCA-TV did with *The B.J. and Lobo Show* several years ago. Ninety-one hour or half-hour versions of *Knight Rider* are being sold on cash basis for next fall.

MGM/UA said it was going ahead with **fourth season of first-run episodes of *Fame***, granddaddy of off-network series revived in first-run syndication. This will make sixth year for *Fame* on television—two on NBC and four in syndication.

NBC has signed development agreement with New World Television, exclusive rights-holder of story of **Marilyn and Leon Klinghoffer**. Tamara Asseyev, producer of "Norma Rae" and number of made-for-television movies, will produce story for presentation as movie of week to be titled ***Siege at Sea***. Klinghoffers were vacationing aboard Italian cruise ship, *Achille Lauro*, in October 1985, when it was seized by terrorists. Mr. Klinghoffer was killed during siege. Mrs. Klinghoffer recently died of cancer.

Ownership of **back-end rights to first-run episodes of *It's a Living*** is currently in dispute. Robert F. X. Sillerman, who has agreement to acquire **Golden West Television Productions**, says he has contract in hand saying Golden West controls back-end rights. But **Lorimar-Telepictures**, which had acquired original rights holder, Syndivision, through pre-merger sale of company to Lorimar, is now re-

newing second season of first-run episodes of *It's a Living*, in addition to making deals on back-end strip. Neither side has filed complaint with court and both expressed hope that conflict would be resolved shortly. Sillerman plans to resurrect Television Programs of America Inc., production and syndication company founded by his father that was sold to ITC in early 1960's. GWTP library includes *The Practice*, *I'm a Big Girl Now*, *New York Hot Tracks*, *The Liars Club*, *Woman to Woman* and *Being With J.F.K.*

NBC has postponed for third time **debut of newsmagazine program, *American Almanac***, in weekly time slot. Program was scheduled to begin weekly run Tuesday, March 4, but executive producer Ed Fouhy said last week that because of policy decision made several months ago to give program harder news slant than originally conceived, number of finished pieces were being shelved permanently and stockpile of harder stories was not yet large enough for weekly run. Fouhy said show currently has 15 usable stories in can and wants to get to about 40 stories before weekly debut. He said no new date has been established for debut but he expects show will be ready by "late spring or early summer."

ABC's decision to carry Sunday afternoon baseball telecasts in place of USFL Football **next spring has been challenged by NBC**. NBC claims to have exclusive rights to carry Sunday games during first two months of season. "The contracts are ambiguous enough so that both sides feel they have exclusive [Sunday] rights in the spring," one source involved said. Both networks have submitted their positions to league for resolution of matter. No one with authority to speak to issue was available at Major League Baseball commissioner's office last Friday.

In filing with FCC seeking approval of settlement agreement under which Westinghouse Broadcasting and Cable Inc. would acquire RKO General's KHJ-TV Los Angeles for \$310 million (BROADCASTING, Feb. 10), **Group W is also requesting temporary waiver of one-to-market rule**. It's asking for 18 months from date TV transaction is consummated to divest itself of KFWB(AM) Los Angeles.

Doubleday & Co. has decided to officially exit broadcasting as it looks to **sell off its last three remaining radio properties: WHN(AM)-WAPP(FM) New York and WAVA(FM) Washington**. Total package is estimated to be worth in excess of \$50 million. Gerald Toner, vice president and general counsel for Doubleday & Co., who has been serving as "acting president" of broadcasting unit since departure of Doubleday Broadcasting President Gary Stevens last month ("In Brief," Dec. 30, 1985), said company has received "barrage" of inquiries about availability of stations since Stevens left. He told BROADCASTING that mounting interest expressed in those outlets, along with their potential market value, made it "increasingly attractive" to sell. Toner also said company was not prepared to make "long-term" commitment to business. Doubleday has asked Stevens, who is now first vice president in financial department for New York investment banking firm of Wertheim & Co., to handle sale. Doubleday has been in broadcasting since 1968 when it purchased group of radio and television stations from Trigg-Vaughn.

Evening News Association won round in court hearings last week, clearing way for **closing of company's sale to Gannett this Tuesday, Feb. 18**. U.S. district court judge, John Feikens, last Friday (Feb. 14) denied requests for preliminary injunction of merger and also denied requests for summary judgment in four suits filed by former ENA shareholders who had tendered stock to company for \$250 per share in December 1984. Suits accuse ENA officials of incomplete disclosure. Those shareholders that kept stock will be receiving roughly \$1,580 per share as result of Gannett purchase. Four suits will be consolidated into joint trial, currently scheduled to begin May 28.

ML Media Partners has hit street running. Hundred-million dollar "blind pool" media investment fund, managed by **I. Martin Pompadur and Elton Rule** ("Closed Circuit," Feb. 3), sold \$31 million of limited partnership units on first day of offering, and by third day, had raised roughly \$45 million. Partnership, largest non-real estate

retail limited partnership ever sold by Merrill Lynch, has clearance from Securities and Exchange Commission to raise up to \$250 million.

Turner Broadcasting System Inc. announced last week two-year, \$25-million extension of its contract with **National Basketball Association** for exclusive cable rights to NBA games in 1986-87 and 1987-88 seasons. Under agreement, superstation WTBS(TV) will broadcast 55 regular season and 20 playoff games each season. TBS is currently in second and final year of original \$20-million contract.

Prospects for final passage of **budget reconciliation package** by Congress appears to be brightening. House may act on measure this week. Package, which contains authorizing legislation for FCC and Corporation for Public Broadcasting, stalled during conference last year between House and Senate. Congress, however, indicated at beginning of year that it might try again to move package.

Acting on reconsideration, **FCC** has held that **former AM daytimers on foreign clear channels that are operating at less than 250 watts nighttime will still be eligible for AM daytime preference for FM facilities.** FCC also modified eligibility standards to require applicant for preference to have operated daytime station for three continuous years before filing application for FM allotment. Old rule said applicants had to operate for three years before applications for FM were designated for hearing. To be eligible, FCC standards also state that licensee must have participated substantially in operation of daytime. In its action last week, however, FCC said it would not require full-time participation. "An applicant able to demonstrate that members of the entity holding cognizable ownership interests spent more than 20 hours per week (individually or in the aggregate) in the management of the daytime-only station should be viewed as having participated substantially."

Council for Cable Information, which voted itself out of existence last year, divided \$410,000 that remained in its coffers among several organizations, according to CCI President Kathryn Creech. They are: National Academy of Cable Programming (\$225,000), Cabletelevision Advertising Bureau and Cable Television Administration and Marketing Society (\$50,000), Cable Television Public Affairs Association (\$50,000), Women in Cable (\$30,000), Walter Kaitz Foundation (\$25,000), Society of Cable Television Engineers (\$20,000) and National Captioning Institute (\$10,000). Contributions are earmarked for projects aimed at doing what CCI was supposed to have done—improve public image of cable. NCI is only noncable group among recipients, but it has promised to use funds to caption programming of C-SPAN.

District court in Washington dismissed appeal by **Media News Corp.**, now controlled by **Financial News Network**, which sought ruling to force **UPI** to consider its bid to acquire troubled news organization. MNC argued that while bankruptcy court had earlier extended UPI's exclusive time to file plan of reorganization, it failed to specifically extend 180-day period (which expired last November) for securing acceptances to such plan. District court said last week that was technicality amounting to "a specific issue [that] is best decided in the first instance by the bankruptcy judge whose expertise in the law, and the particular case, at issue." UPI also was granted extension until June 30 to file formal plan and disclosure statements concerning sale of company to Mario Vazquez Rana and Joe E. Russo.

Broadcap, nonprofit venture capital company, created in 1978 by National Association of Broadcasters to assist minorities in acquisition and ownership of broadcast properties, received \$200,000 grant from **Commerce Department's Minority Business Development Agency (MBDA)**. Grant will be shared with **Interracial Council for Business Opportunity**, New York-based professional management consulting firm. Funds will be used to sponsor series of workshops to provide management and technical training for minority entrepreneurs. In other Broadcap, news, **Daniel Gold**, president and chief executive officer of **Knight-Ridder Broadcasting**, was named to **Broadcap**, board.

James Hulbert, senior VP for station services, **National Association of Broadcasters**, is retiring July 1. Hulbert has been with NAB almost 32 years and served as senior VP, broadcasting division, prior to his current position. Hulbert and his wife plan to retire in Tortola, British Virgin Islands.



Hulbert

Joseph P. Dougherty, executive VP and director of **Capcities/ABC Inc.**, was still in hospital last week recuperating, according to company sources, after suffering stroke Jan. 16. Event occurred just as newly merged company was to have announced his new responsibilities, as senior executive working with ABC Broadcasting Division president, Michael P. Mallardi. Sources said company is not making any decisions at this time about exercise of Dougherty's responsibilities.

Intelsat bets on shuttle's future. In a brief ceremony seen as an endorsement of Intelsat and a vote of confidence in NASA, officials of those agencies signed a \$180-million contract last Thursday (Feb. 13) under which NASA space shuttles over the next five years are to launch three Intelsat VI satellites.

Chet Lee, director of NASA's customer services division, said he saw the signing as an expression of "confidence in NASA" in the aftermath of the tragedy that befell the Challenger shuttle and its crew last month (BROADCASTING, Feb. 3). Lee said: "These are terrible times, but we must go on. It helps to know people have confidence." Jose Alegrett, Intelsat's acting director general, said the agreement "reaffirms Intelsat's steadfast support of the U.S. launch program as well as our confidence in NASA's technical expertise and the reliability of the shuttle delivery program."

As for Intelsat, Alegrett suggested the signing helped provide a contrast between it and the U.S. companies that are proposing to establish separate satellite systems. "We are fulfilling our obligation," he said in answer to a question during a press conference following the ceremony. "Our satellites are reality, they exist and provide service." None of the five would-be competitors that have received conditional authority from the FCC has yet secured a foreign partner, a necessary prerequisite to coordinating their proposals with Intelsat.

The NASA-launched satellites are in addition to two other Intelsat VI satellites that will be launched by the European Arianespace aboard Ariane 4 rockets at a cost of some \$140 million. In December the Intelsat board of governors authorized the final two launches, one by NASA and one by Arianespace. Intelsat has asked NASA for shuttle launch dates of July 15, 1987, and Feb. 2, 1988. The third would be on a "standby basis" in 1991, with June of that year designated as the desired period. In the case of one Ariane 4 launch, it will be on a standby basis selected to accommodate a desired date of March 1990. The other Ariane 4 launch date remains to be set.

Intelsat said the five, which will be replacements and built by Hughes Aircraft Co., will be the largest and most sophisticated communications satellites ever launched. They will have a capacity of 30,000 two-way telephone circuits and two television channels using the 6/4 ghz and 14/11 ghz bands.

Lee noted that Intelsat has been NASA's biggest and oldest customer for satellite launch services, dating from Early Bird in 1965. Thus far, Intelsat has spent \$1.2 billion with the space agency for 37 of the 39 launches for which it has contracted over the 22 years of Intelsat's existence. And, Lee said, NASA is "looking forward to future relations with Intelsat, beyond the Intelsat VI" series.

Editorials

Isn't this where we came in?

Tim Wirth dusted off an old polemic in a speech at Stanford University last week. After disposing of conventional preliminaries, he got right down to the subject at hand: "how we can cultivate the wasteland and control its hazards." That's right, he was talking about television. It was a demonstration of elitism at its arrogant worst since Newton Minow set out single-handedly to save America from television in 1961.

Let it be said that Wirth shared credit last week with his source, as, to be sure, was owed. "Your license lets you use the public's airwaves as trustees for 180,000,000 Americans," said Minow in his maiden speech to broadcasters as chairman of the FCC. "The public is your beneficiary. If you want to stay on as trustees, you must deliver a decent return to the public—not only to your stockholders."

Broadcasters, said Wirth last week, "are given—free of charge by the government—an extremely valuable license to use the public's scarce airwaves." In return, broadcasters, "as public trustees, should give the public 'something' back." The quotation marks around "something" were his.

In the interval between those speeches, the American population has risen markedly, to something more than 235 million now. The same cannot be said of the quality of rhetoric at issue. Both Minow and Wirth, it is evident, share the theory that the American public deserves much better television than it gets but is too dumb to recognize its predicament.

As described elsewhere in these pages, Wirth has no end of cures for television's ills, including one that would find work for an old boss, John Gardner, who disappeared from public view after leaving the above-it-all Common Cause several years ago. Gardner, to whom Wirth was an assistant during Gardner's tour as secretary of Health, Education and Welfare in the Johnson administration, would be resurrected in Wirth's grand design as head of a new think tank at Stanford dreaming up good things for TV to do.

In his speech Wirth conceded that television "reaches 98.2% of all U.S. households. More of us own TV sets than have indoor plumbing, telephones or clothes washers. Indeed, the average American household contains 1.78 televisions. And we have the sets on for an average of seven hours a day—or 2,555 hours a year—555 hours more than the average American works."

But he also lamented: "What is at stake is a vast public interest without, so far, a very interested public."

Clearly he holds American television and the American public's intelligence in the same esteem.

Opening Pandora's box

Conundrum fanciers will have their hands full with the dilemma being posed by Ampex's plan to bring forth the world's first digital videotape device—a so-called "cart" machine, used primarily for commercial playback—in a format that avoids adoption of world standards for digital television. Considering the herculean and precedent-setting international effort that went into creation of Recommendation 601 and of D-1, as these standards are called, it is little wonder that so many in the international engineering community are dismayed by this turn of events.

This page has argued so long on the side of technological standardization that the current controversy cannot be passed by without attention. (The dilemma is compounded by its timing, coming just as the United States and colleague nations are trying

to convince the world to adopt a similar international production standard for high-definition television. The architects of that effort feel their credibility is at stake: that if the U.S. is shown to be the first to ignore the digital standard of which it was a principal author, those 157 other nations need not take seriously the entreaties we make on behalf of HDTV.)

The argument *against* standardization has always been that it hinders innovation. The argument *for* standardization is that it prevents balkanization of the universe. Generally speaking, the industry's experience—demonstrated most recently in the case of AM stereo—is that multiple choices confuse, hinder and delay the introduction of new technologies.

The conundrum part of all this is that both sides of the argument are peopled by the cream of the nation's and the world's technological crop, all trying earnestly to find their way through the digital thicket and into the next generation of television. Were the United States an island it would be easier to make decisions based solely on what will play in Peoria. Increasingly, that's no longer the case; Paris demands attention too.

We raise the issue without suggesting its solution, although our bias toward the principle of standardization is evident. The debate, eventually, will profit from the participation of all with vested interests in television's future.

Union now

At meetings in Fort Lauderdale, Fla., this week directors of the National Radio Broadcasters Association will be asked to ratify the merger of that organization with the National Association of Broadcasters. To the extent that members of the NRBA board were expressing intentions last week, sentiment favored the proposed consolidation. The hope here is that the discovered sentiment will still prevail this week.

To some NRBA pioneers, it may not be easy to vote an end to the independence they have cherished. In the larger interests of radio in general, they will suppress whatever passions that still burn for the go-its-own-way NRBA. The radio division of the redesigned NAB promises improved representation for radio broadcasters of all stripes and sizes.

The new autonomy that NAB directors voted to give the association's radio board while approving the NRBA-NAB merger last month should reassure NRBA board members that their cause will remain vigorously championed in the new arrangement. A vote yes this week will be a vote for progress.



Drawn for BROADCASTING by Jack Schmidt
"I admit it's the highest spot in town, reverend, but it still looks out of place."

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